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FHM MODELS 2015 WINNER

SHE WORLD SHE WORLD SHE WORLD



SG FEMALE PRO-WRESTLER

← HOTTEST LOCAL T-SHIRT DESIGNS









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EVERYTHING A MAN NEEDS. AND MORE.

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FIFTY THINGS WE LOVE ABOUT SINGAPORE:

Ah Meng, strong SGD, Tiger Beer, chicken rice, Merlion, Ramli "Papa Rock" Sarip, VR Man, getai, Nila, Baybeats, Tanjong Katong, park connectors, Fiona Xie, Geylang, Adrian Pang, bak chor mee, 12 Storeys. Charlie Lim, East Coast Park, Colin Goh, 17 Jiak Kim Street, durian season, Janice Wong, GST vouchers, Singlish, Great Singapore Sale, SQ girls, Changi Airport, BreadTalk, The Muttons, Growing Up, McSpicy burger, National Library, beer aunties, Brian Richmond, 13-month bonus (if you're lucky!), SMRT Feedback, queues (longer the better), Jojo Joget, Fort Canning Hill, KTVs, 24-hour kopitiams, ORD, HDB 3-room flat, LKY, Hokkien mee, kopi siew dai, national football team class of '94, SingPass and China Wine.

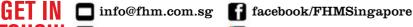
The FHM team

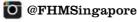


SHERINE WEARS BRA SET BY LA SENZA, ANGEL WINGS BY TALISMAN'S. ART DIRECTION PYRON TAN PHOTOGRAPHY EALBERT HO STYLING ARTHUR TAN HAIR. ESTHER JONYFE/STUDI@PE. MAKEUP: GABY TAN/











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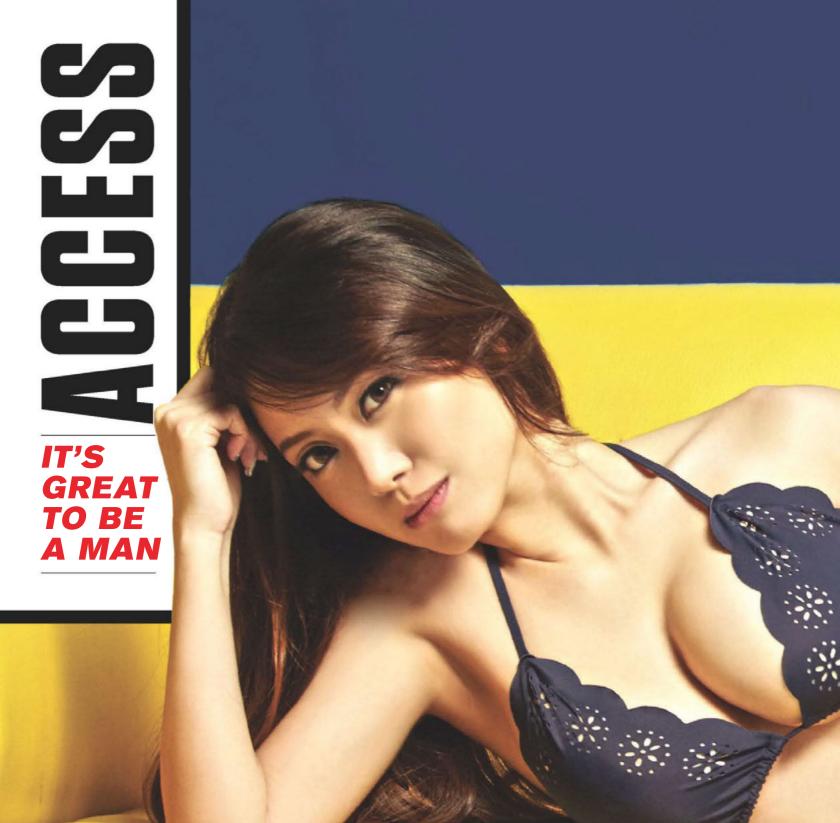
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POLICE



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Talent

Beauty queen Nicola Wong shows us her winning side in her debut *FHM* shoot.



Name: Nicola Wong

Nicola Wong
Age: 22
Nationaily:
Singaporean
Likes: Shopping;
travelling; singing
and dancing.
Dislikes: Studying.
Instagram:

@nwmz

@nwmz_ Twitter:

@nwmz_

BIKINI SET, BY ROXY.

MAKEUP: HONGLING/9455-8681 Using make up for Ever; Hair: Gaby Tan/Bygabytan.com .



Words Timothy Wee Art direction Pyron Tan Photography Kelvin Chia Styling Arthur Tan





9 THINGS ALL MEN SHOULD DO BEFORE THEY'RE 30





POACH AN EGG PROPERLY

Be the master of this one fiddly thing in the kitchen and women will forever think you're some sort of Gregg "I'm tasting strawberries" Wallace/Gordon Ramsay sexbot. Clue: Vinegar's the key (to the eggs, not the sex, obviously).

08

Join a club

From fortnightly five-a-side to a weekly photography club, a bit of male bonding gives your life a sense of purpose. Just don't accidentally join any death cults — you never know what'll happen at a Warhammer meet-up.

07

Finish The Wire

People are only going to keep on asking you, aren't

they? It's now more acceptable to be a virgin in your 30s than it is to have never seen any of the major HBO sagas, so get on it. See also: *Breaking Bad*, *Lost*, anything else that hottie at work keeps going on about.

06

Pose for an iconic pic

No Facebook profile is complete without a snap of you dickishly "pinching" the Eiffel Tower, "pushing" the Leaning Tower of Pisa, or covering your bedroom with photos of your ex. Actually, maybe not the last one.

05

Be a festival idiot

It's a rite of passage to wave your hands in the air like you just don't care or strip down to your Speedos at Zoukout. But do it while you're young and single: No toddler wants to see their dad dancing with a coconut tree at 7am when the beach party finished days earlier.

04

Pretend to be a ladyboy

Because tucking your bits inside your legs "for lols" is fairly amusing when you're young, but not so much when you're 35 and in the changing area of a public swimming pool.

03

"Sleep" on a beach

Be it Koh Phangan or Siloso Beach, nothing puts you more at one with the elements than having a rave on a beach that goes on until dog walkers find you the next morning and assume they've found a washed-up corpse — albeit one covered in a mixture of fluorescent paint and Jägermeister.

02

Invent something

Steve Jobs was 21 when he founded Apple, so get your skates on if you want to invent something that changes the world. Maybe sit under a tree in the hope you discover a successor to gravity. Or go online and steal someone else's idea. Easy.

01

Try wearing whiskers

Whether it's Guido Fawkes face-fuzz or a full-blown bushy beard, only experiment with your facial hair while you're young enough to get away with it. Otherwise

it. Otherwise you'll resemble the sort of bloke who rummages in bins for used *Today*. **FHM**

THE LONGER THE BETTER? UNLESS IT'S POINTING UPWARDS!



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IS THIS THE END OF MEN AS WE KNOW IT?

The differences between men and women are getting smaller. So what does the future hold for us?

epending on how you look at it, the women of the Sanumá tribe in Venezuela are either really fortunate or particularly unlucky. The female members of the hunter-gatherer rainforest community have — for as long as anyone's ever known — called the shots. In Sanumán society, it's the ladies who organise functions. It's the women who arrange marriages. It's even the women who labour in the fields, distribute crops and carry tools back and forth through the jungle.

Why are they unlucky? Because their male counterparts haven't kept up their end of the bargain. While the ladies are running things, the men have relinquished all responsibilities apart from those relating

to mystical rituals. And it just so happens that Sanumán mystic rituals revolve around the hammering of naturally occurring psychotropic drugs like DMT. Picture it: The women — broad-shouldered, capable, full of beans; the men — withered, giggling, stoned and useless, like your wasteman nephew after a weekend spent with nothing for company but *Fifa* and Pringles.

The Sanumá situation is extreme, but it could provide a microcosmic illustration of the way things are heading. Physically, men have been on a downward spiral for some time. Our aboriginal ancestors, judging by their skeletons and footprints, would have been able to run as fast as Usain Bolt. Rowers in Ancient Greece could perform feats that

THE GENTLER SEX HAS NEVER BEEN MORE AWESOME... SERENA WILLIAMS COULD BEAT THE PISS OUT OF 99 PER CENT OF US WITHOUT BREAKING A SWEAT

can't be duplicated by modern athletes. The arm bones of elite tennis players are still less thick than an average man from previous millennia. And it's not just our arms and feet getting weaker. Thanks to changing genetic priorities, our faces are, too. Recent research has discovered that modern women are attracted to men with less masculine features. Softer faces, so the theory goes, are subconsciously associated with traits that actually matter in the 21st century: Stability and caring. As a result, the planet's Robert Huths and Jon Hamms are being eliminated from the gene pool. In 50 years' time, guys with square jaws and powerful brows could be endangered, galumphing across the horizon, hunky features set in chiselled grimaces as they come to terms with imminent extinction.

Men, then, are atrophying. This shouldn't come as a surprise. How many women do you know whose idea of a good time consists of sitting on a couch for 49 hours playing Black Ops [Fig. 1]? It won't be long until we're a forlorn, lesser-strain of weak-chinned peons, brittle spines bowed from hours spent in front of computers, libidos depleted due to porn addiction. Women, meanwhile, have been making up for lost time. The gentler sex has never been more awesome. Olympic swimmer Ye Shiwen frequently clocks times faster than those achieved by men. The success of South African runner Caster Semenya resulted in her having to prove to the world (by DNA testing) that she wasn't a man. And - as you well know - Serena Williams could beat the piss out of 99 per cent of us without breaking a sweat [Fig.2].

It goes without saying that women are smarter than men. Exam results at all age groups show that girls do better than boys. Hedge funds managed by women do three times as well as those that aren't. And companies with female CEOs, on average, outperform those with male CEOs by 50 per cent.

Women are coming to the fore in all sorts of areas traditionally thought of as the sole and rightful domain of men. Since the notorious writer Christopher Hitchens



Fig. 1
Although women do play video games, research shows that the "hardcore" gamers who play for 20-plus hours per week are mainly men.



Fig.2
We cannot get enough
of women who could
tear us limb from limb.



Don't believe us?
TinderGuysWithTigers.tumblr.com
is actually a thing. Yes, really...

declared that "women are not funny" in 2007, a plethora of female performers and writers have put paidto the lie that girls — if they are going to try their hand at comedy — need to stick to jokes about diets, sanitary towels and silly boyfriends. Tina Fey, Amy Schumer and Amy Poehler create popular TV and film every bit as quality as *Curb Your Enthusiasm* and *I'm Alan Partridge*. Clearly the funny bone is not located in the penis.

Dating apps like Tinder have helped shift the paradigm, too. Guys have always liked to believe they had the monopoly on the dating game, strings free or otherwise. These days, a girl doesn't have to wait for some slack-jawed clown to amble his way across a pub to ask her out. She can pick and choose whoever she damn well wants, plucked from a never-ending catalogue of eager men, often topless, sometimes posing with wild animals [Fig.3].

The good news is that this state of affairs is something to be celebrated, not feared. For previous generations of men, the accepted supremacy of their gender came with the burden of tremendous responsibility. Most of our dads and grandads were, by and large, expected to single-handedly support their families financially. Now men aren't the sole breadwinners. The standard dynamic, whereby women stay at home to raise children while men earn a living, is also slowly being eroded. In Singapore, eligible working fathers are entitled to one week paid paternity leave funded by the Government (oh you didn't know?); while the Swede government gives every family a gender-neutral parental leave allowance that pays 90 per cent of the household income for 180 days per child. Parents are free to divvy up those days between them.

It's a brave new world. And it would be a massive shame if we bottled it like the Sanumán caners, sat on our asses, dumbly waiting for the day women evolve to the point they are able to procreate without us. We're lucky to live in an age in which men and women approach the gnarly bastard that is adult life as absolute equals. Let's not let the ladies down. **FHM**

ACCESS















PIN-O-RAMA!

Jump on the year's coolest trend by sticking any of these gotta-have pin badges through your jacket pocket.













Vancouver brand Explorer's Press crams its online shop with pocket-sized pieces of cool, from rings to postcards. Lost At Last, \$7, explorerspress.com





\$7, explorerspress.com



the next time you're

enjoying one.

Saveloy, \$11.50,

enamelchin.com





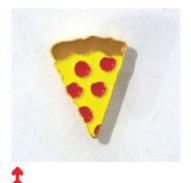


















EAT HEALTHY Just like with an actual fresh-from-the-oven pizza, eating this will tear the top of your mouth to excruciating shreds. Pizza Emoji, \$7, yosickzine.com































Please, \$30, beach.london

Homer and Bart Simpson hurl themselves into mystical Asian iconography. Obviously. Yin And Yang, \$11, stugazi.bigcartel.com













ERRATUM – In our Music issue (July 2015), we misspelt DJ Tinc's name. No more lunchtime drinks!





THE CHINO SHORTS

Perfect for: A boozy Sunday of pub crawling with mates that inevitably ends with you sat on the night bus, alone, chanting lyrics to *Grease* at your own reflection in the window.



Perfect for: An afternoon with the extended family, scoffing cupcakes, sinking ice-cold gin and tonics and playing footie with the littlens.



THE LINEN TROUSERS

Perfect for: A Saturday shopping with the missus, where you'll take an hour to park the car before immediately suffering a Topshop crowd-induced panic attack.



THE STRUCTURED JOGGERS

Perfect for: A day in the office wasting time at the printer, scrolling through Facebook, thinking about what you're going to eat for lunch and the occasional bit of actual work.





Wyclef Jean He's a respected hip-hop

powerhouse. Sadly, he'll always be remembered as the producer behind Sun Ho's downfall – China Wine.



Britney
Jean
Spears
Let's never

good old days.
Baby One More
Time and that
incredible red PVC
catsuit in Oops!...
I Did It Again.



Gene Simmons We could all learn a thing or

two from this guy, such as how to shred the bass like no other and how to waggle your tongue like a lobotomised snake.



Jean Paul Gaultier The geniously

fashion designer was the man behind Madonna's infamous cone bra outfit, which will forever provide us with lols.



Gene Wilder The man who

insisted on doing a somersault in the first scene of Willy Wonka, otherwise he wouldn't do the film. Need we say more?







LOOK NO FURTHER

handcrafted with woven

Hiding everything from pink eye to a pounding hangover, sunglasses are an essential style accessory. We dig these quirky **Shanghai Tang** ones that stand out from the usual styles, yet aren't too over the top. Made with hand-polished acetate and finished with 100-per-cent UV protection mirrored lenses.

\$530, from Shanghai Tang.



OPEN FOR BUSINESS

It's an exciting time for sports and fitness fans because **Reebok** has finally launched its flagship store in Singapore. The brand was previously retailing a limited range at multi-label sports stores but this new mother ship sees the complete sports and lifestyle collections, across categories including running, training, studio, crossfit, walking and casual, housed all under one roof.

From Reebok at #02-468 Suntec City Mall.







RACE CASE

In a stroke of pure genius normally reserved for super-villains, the folks at **Suit Supply** have come up with the ultimate travel accessory. The Race Case is 50-per-cent kick scooter, 50-per-cent luggage, and 100 per cent blowing our minds right now. The design speaks for itself, but it's nice to know this lightweight luggage is foldable, features ample interior compartments, and is finished with Italian calf leather and nickel zippers. Not to mention it'll also make transit time in the airport infinitely more fun.

From Suit Supply at #03-15 Ion Orchard.





HEADY STUFF

WITH THE FOLLOWING BREAKTHROUGHS IN HAIR RESTORATION, BALDING MAY SOON BECOME A THING OF THE PAST. TRAINED IN HAIR REGROWTH AND TRANSPLANTATION, DR TIFFINY YANG OFFERS SOLUTIONS ON HOW TO RESTORE YOUR CROWNING GLORY

MEDICATION

Long-term medicines like Minoxidil (Rogaine) and Finasteride (Propecia) are effective treatment options that won't break the bank. Topical medication like Bimatoprost (FDA approved for eyelash growth enhancement) can also help in selected cases of hair loss.

LASER THERAPY

New research suggests that low-level laser therapy (LLLT) may be a viable treatment option. LLLT increases hair density by reversing the miniaturisation process and causing follicles in a resting phase to shift into the growing phase.

STEM CELL THERAPY

Applying stem cells and growth factors to the scalp to promote hair regeneration is the latest and most promising treatment to surface. This procedure is used to treat hair loss in Europe, USA, Korea and Japan, but is still pending approval in Singapore.

tiffing your

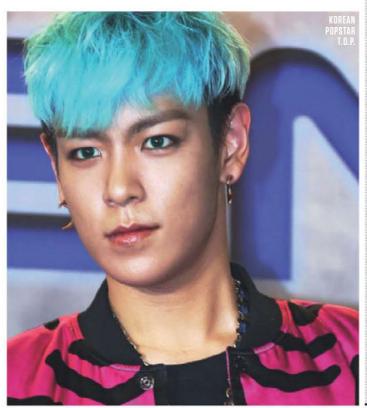
Dr Tiffiny Yang is Mrs Singapore Universe 2010 and also holds a Bachelor of Medicine & Surgery degree from the National University of Singapore. She runs her own medical aesthetic clinic somewhere in Orchard Road.



HER OPINION

HOW DOES MY VIBRANT HAIR COLOUR LOOK? (SHE'LL LET YOU KNOW)

These days, many prominent male figures and celebs, especially those from the K-pop scene, are embracing bright hair colours. But is this new colourful trend good to go with the opposite sex? *FHM* finds out what the ladies think.





"It depends. I don't really care about it as long as it is tastefully done and it's what he wants. If I really like him, I'd be more than happy to support his rainbow head!"



"Hair is only a form of expression, if anything; it makes them even more attractive, non-conforming and oozing with personality."



"I like it if they can pull it off because most men don't maintain the colour or quality of their hair in general. It's good to try a crazy colour once in your life."



"I think it is definitely trendy and suitable for guys who want to make a statement and stand out from the crowd!"



"It's cool as they are breaking the norm. It really doesn't matter as I feel that the personality matters more. No harm trying different colours. If girls can, why not guys?"



"I think it's cool. Be who you want to be. It's like a bright blonde blue barrier against people who will try to change you, and that's not what you want."



"I cannot accept guys with dynamic hair colours because I feel that it gives out a bad-guy vibe and I love the good-boy look!"



"I absolutely love it! I think it's a very bold statement to make and not enough people have the balls to do it!"



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REPEAT AFTER US TO BLUFF YOUR WAY TO SNEAKERHEAD SIIPREMACY

GRAIL

A trainer with a beautiful colourway and material build that has limited availability, making them hard to get.

OGs

The original release of a sneaker, not a reissue. Often on a collector's "grail" list, they are some of the hardest trainers to track down.

COP/COPPED/

Another word for "buying". You might say, "I'm copping those Jordans next week."

DEADSTOCK/DS

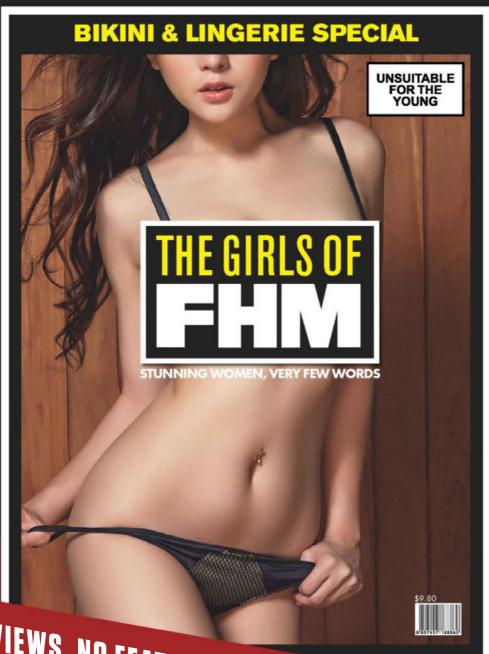
Originally referred to as a shoe unavailable to buy, but is now used as a rating for a shoe that hasn't been worn or removed from the box.

RESELLER

Someone that camps out and buys all the stock of a release to sell on at profit. This is frowned upon in the trainer community.

20

SPECIAL COLLECTOR'S EDITION



NO REVIEWS. NO FEATURES. NO STORIES. JUST STUNNING WOMEN, VERY FEW WORDS.

GET YOUR COPY NOW!

PAR TY

PLAIN
WHITE TEES

 $\star\star\star$

Words **Timothy Wee** Art Direction **Pyron Tan** Photography **Kelvin Chia** Styling **Arthur Tan** Styling assistants **Tiffany Tan** & **Wong Sheau Jiun**



WAHLLAO SG50, \$25, FROM WETTEESHIRT.CO.



(FROM LEFT TO RIGHT)
PATTERN MORE THAN BADMINTON, \$28.88, FROM ANNTONIL.COM. WHITE PAPER, \$35, FROM WEARESUPERWHITE.COM.
KAN CHEONG SPIDER (PROFESSIONAL),\$29.90, FROM STATEMENT.SG.



(FROM LEFT TO RIGHT) Bojio, \$29.90, from Kilobite.sg. Everybody Huat AH!, \$29.90, from Statement.sg.



(FROM LEFT TO RIGHT) A GOOD CITIZEN, \$35, FROM AGOODCITIZENOBEYS.COM. 131, \$25, FROM WETTEESHIRT.CO. Not my job hor, \$28.88, from Anntonil.com.



(FROM LEFT TO RIGHT) Snapshots, \$29.90, from Lovesg.sg. Courtesy is dead, \$35, from agoodcitizenobeys.com



(FROM LEFT TO RIGHT) I LOVE LAKSA, \$29.90, FROM LOVESG.SG. 131, \$25, FROM WETTEESHIRT.CO. Stunned Vegetables, \$25, From TemasekClothings.com



(FROM LEFT TO RIGHT)
EAT SLEEP CHIONG REPEAT, \$25, FROM TEMASEKCLOTHINGS.COM. SUPERWHITE WOMAN, \$35, FROM WEARESUPERWHITE.COM.
ORD LO!, \$29.90, FROM KILOBITE.SG.

HARDWARE

WHO'S GOT THE BOOMIEST BOX?

Wires – who needs 'em? Music's best when it's cable free, but which Bluetooth speaker sounds the best? We take a listen, while design expert Emily Proctor rates their looks.

FESTIVAL FAVE

Marley Get Together, thehouseofmarley.com

Look good?

Proctor says: "A retro-style speaker that harks back to mid-20th century style. A good option if you don't want anything too modern."

Can I take it to the beach?

Yep, the rechargeable battery means you can take it anywhere. The wooden construction also makes it an option if you lose your beach tennis racket.

Sound good?

HEAVY HITTER

Harman Kardon Aura, harmankardon.com

Look good?

Proctor: "A lot of thought has gone into the appearance of this speaker, but it resembles a vacuum cleaner. Sorry."

Can I take it to the beach?

You can try, but as there's no battery it might end up as a rather expensive swimming aid.

Sound good?

Oh yes. It may only be about 25cm high, but the plastic dome acts as a subwoofer (for bass), while mid and high-range sounds are both clear and crisp.

Our verdict:

It looks a bit weird but this is a serious bit of home kit. We dig. **8/10**





Divine FHM Models 2015 winner Sherine Tan is our version of heaven on earth.

Words Janine Lee Art Direction Alvin Leow & Pyron Tan Photography Ealbert Ho Styling Arthur Tan





We're suspended 70-storeys up in the air, above glittering city lights in the glass-walled cocoon of the swank New Asia Ban, and yet no one's taking in the view. Instead, everyone's much more interested in a different kind of view, with all eyes (and a hundred camera lenses) squarely trained on the beautiful woman taking centre stage -SHERINE TAN, WINNER OF FHM MODELS 2015.

o say that she only won the competition would be a gross understatement, because this lovely lady knocked it clean out of the park. Not only did she take the title, she also bagged two subsidiary awards (Miss Curvaceous and Miss Body Fit), and was a unanimous favourite with both the crowd and judges.

So was it her flawless physique, confidence and stage presence or that megawatt smile that clinched the deal? Ultimately, we'd say it was all of the above and more. When the photo shoots and glitzy events are all said and done, we like a girl who's got the whole package — and Sherine definitely gets our seal of approval.

Has anything changed since the finals?

More photographers have approached me with job offers, but I'm still considering, seeing as I'm quite busy with work.

How did your colleagues react to the news?

They congratulated me and were quite proud of me. Some of them also asked which issue of the magazine I'll be appearing in and requested for me to autograph their copies.

How did you celebrate your win?

All of FHM Models finalists actually intended to celebrate together after the event, but since all our own friends came down to support us, we had to entertain them. I ended up going for supper with my friends who were at the party.

Did you have a very indulgent meal for supper that night?

Yes because I've been dieting throughout the competition and eating nothing but salad for two

weeks leading up to the finals. I ended up eating pizza, chicken wings and fries that night.

Did you expect to win — and win big?

Everyone wants to be a winner, so obviously I hoped to get at least one title. When they called my name for the first subsidiary award, it was really unexpected and I was super happy. After winning the second subsidiary award, I thought there was no way I was going to be placed in the top three. I was actually hoping to be the first runner up, because I never expected to be the winner. Winning Miss Curvaceous was also completely unexpected; I have assets but they're not as big as some of the other girls.

What was going through your mind when they called your name?

I was super happy. I've appeared on posters and promotional ads before, but never on a magazine. My aim going into this competition was to get on the cover of the magazine, so it worked out well.

What was it like wearing a bikini in a club?

The bikini was fine, but the lingerie was another thing. But everything happened so fast that night; I didn't even have time to process any of it. Before you knew it, everything was over — all three catwalk segments were done. I remember we were saying we wished we could rewind it and maybe do it better.

What would you have wanted to improve?

I'd like to do the catwalk again and strike more poses, so I can have more pictures taken. It felt great being the centre of attention and having so many photographers snapping away like a diva for the night.



I love to surround myself with positive energy.





Were you modelling before this competition?

I'm more a pageant type of girl, and having participated in pageants before definitely helped with this competition. I was more confident and enjoy walking down the

runway. Every time we had to go out on the runway, I remember feeling nervous and scared, but also excited. I like the adrenaline rush.

What was the biggest challenge you faced throughout the competition?

The catwalk segment might have been a little daunting, but the choreographer did a really good job teaching us how to walk. Other than that, it was pretty smooth sailing.

Has your Inbox been flooded with messages since you won?

It's been flooded since the Top 10 "reveal" showcase at Bugis Junction. I've been getting messages from people wishing me all the best, and also people asking if I'm available to do photo shoots.

Did you receive any weird messages?

Some guy asked if I could give him my used socks so he could sell them for \$70. I showed it to the other girls in our *FHM* Models group chat and we had a laugh about it. That was probably the weirdest message I've received.

Have you spoken to the other contestants since the finals?

We just hung out last week at a beach party. All the girls in the top 10 are so nice, and we really bonded and encouraged each other. We even went for hot yoga together as a group to keep fit for the competition. We all have different personalities but were brought together because of this competition. It was a good experience for us and we're still close friends.

What role do you play in the group?

I'm the friendly one. I don't like drama and just want to be friends with everyone, as well as to take away good memories from this experience.

Some guy e-mailed me and asked if I could give him my used socks so he could sell them for \$70.

Are there any causes you're hoping to support with your title?

I really like children and wouldn't mind campaigning for a children-related cause. During my first pageant (Miss Global

International), we visited orphanages and did volunteer work in East Malaysia. That was a good experience.

What's something about you not many people know?

I love dancing! Other than that, I'm quite "transparent" and what you see is what you get.

Is there another *FHM* Models winner whose career you'd like to emulate?

I know the past winners and participants have gone on to do really cool things like acting and becoming MMA ring girls, but I'll like to create my own legacy. I think I'll start with modelling first. I'm quite camera shy but it's time to overcome that, especially now that I'm more exposed to photo shoots.

Would you consider a full-time career in modelling?

I actually really like the corporate world and enjoy my day job [as an auditor], so I think I'll pursue modelling on a freelance basis first, and see where it goes.

What sends you to cloud nine?

Good food, good ambience and good friends — I love to surround myself with positive energy.

What are three things you're really looking forward to?

I would like to join more competitions, get a bigger bonus at work, and I really want to go on a cruise this year. So I hope all these happen.

You mentioned in your Top 10 interview that lying is one of your guilty pleasures. What's the biggest lie you've told?

I'm not going to disclose anything here, but maybe you should only believe about 90 per cent of what I say! **FHM**



-A-

"LIKE THIS... THIS BIG."

lliot Gleave is holding his hands almost a metre apart, and adjusts them until he's 100 per cent happy his approximation is absolutely spot on. Better known as Example, UK's favourite crowd-bouncing, dance music chart topper is running FHM through, very precisely, the "size of projectile turds" that he's had to dodge, on a daily basis, since last December.

And the sharpshooter behind these poop rockets? He's alongside us, and the reason we're talking with the volume all the way down. Fast asleep, three months old (at time of print) and 0.6m tall, is Evander Gleave, Van for short, and he's the real star of today's shoot.

Of course, even with millions of albums sold around the world, headline slots at the planet's biggest dance festivals, more than two million followers on Twitter, 126 "live" shows performed just last year and access to more free Nando's chicken than any one man could stomach, there are no prizes for guessing what, or who, new father Example now calls the most incredible part of his whirlwind life. You don't need your membership card to Club Dad to know that creating the tiny humans we're all put on this Earth to nurture, feed, teach, scream at from the sidelines and embarrass intensely when he brings his first girlfriend home will change us. Big time. More than anything. Ever.

But, as Example will fully admit, even though we're given nine months to get set for it, like hell can us men ever be prepared for quite how much we change. "My wife Erin and I did these anti-natal classes, where people teach you health and safety and how to wash a baby and all that," Example tells us. "When Van was born, we asked each other if we remembered anything at all from all that. It had all disappeared from our minds. Her dad and my dad told me good luck, but that was about it. You have no idea what you're doing. No matter how many tips you're given, you just have no idea."

Four years ago, FHM was talking to Example

about being offered fans' mums for sex backstage at his shows. Two years ago, beside a sun-scorched Ibiza swimming pool, we were discussing marriage, selling out festivals and tricks for getting free drinks from the bar. Now, everything focuses on a mini Gleave, and all the unforeseen craziness that a man, no matter what, just never seems to be ready for. Even baby poop bombs. Especially baby poop bombs. Is this the end of Example, the world-touring, hitmaking, party-starting 'lad'? Don't be so sure...

I NEVER EXPECTED TO... BECOME COMPLETELY PETRIFIED OF AEROPLANES.

Welcome to fatherhood! What's freaked you out the most about being a new dad?

Ah man, it's all "should he eat that, is he choking, have I wrapped him up too tightly, is he too cold"... Everything. The first night we brought him home we couldn't sleep. Even though you know he's fine, you can't help but worry if he's breathing okay or if he's rolled over. We were up every hour.

And now that the first night is behind you?

Now we're past that, the fear is that I really don't want him to be exposed to the things that I was as a kid. Everything I went though growing up, like the first fight I had or the drugs and violence with weapons that I saw, I'm looking at this baby and thinking how much I absolutely do not want this to come to him. In this crazy modern world we live in, it shouldn't be normal, but now, and probably at a younger age than I was, kids are going to come face to face with sex, drugs and violence. That's the main fear for me.

Is there anything you totally didn't expect to be freaked out by?

Yeah, the thing that messes with me is flying. I did hundreds of flights last year, before Van was born and every time there was turbulence it didn't fuss me, because I fly so much. Now, every bump on the plane is like the end of the world.



ON ELLIOT: JUMPER, BY MARC BY MARC Jacobs. Shorts, from Stoneisland.co.uk. On Evander: Top, from Hm.com. Trousers, From Marksandspenger.com. Shoes, By Adidas Originals.

MAN'S GUIDE TO TOTALLY OWNING FATHERHOOD

And I know I'm more likely to die from crossing the road than from a plane crash, but every little bump, it's a whole new fear. Every bump and I'm thinking, "What's he going to do without a dad? What if I never see him again?" All these thoughts come into your head, and you can't help it. His face flashes up. You're on edge. I never used to think like that, because you just don't before you have a kid. I walked around a corner the other day and a motorbike nearly hit me. Before, I'd just brush it off and carry on, but now Van is around, my first thought is him.

I NEVER EXPECTED TO... FEEL A NEW BOND WITH MY OWN FATHER.

Talking about all the stuff you did as a kid, have you found a new respect for your own parents?

I don't know how I've ended up alive after the shit I went though, and my mum still can't believe how I turned out. She thought I was going off the rails so badly, she started to think I'd end up alone and dead. The worries I put them through, nearly killing myself multiple times as a teenager with extreme sports or putting the wrong stuff inside my body. Like I said, it really scares me that I might have to go through that with my kid, my precious tiny little bundle.

Ahead of Van being born, did you have a sit down with your dad to get some tips on fatherhood?

No talks, but one of my happiest moments was seeing my dad hold Van for the first time. Obviously I'm super happy when my mum holds him, but there's something in a man that must go on when you see your dad hold your son. What was even more emotional was that when I was born, my dad's dad only had about a month left to live. My dad brought me into my grandad and he held me for a few minutes before saying, "You need to take him away." My dad was upset and shocked that he reacted like that, but my grandad said it was because he wouldn't be able to see me grow up and that it was a massively hard thing to have to admit. I could see, when I put Van in my dad's arms for the first time, that he was thinking about that moment. I was thinking it, too. I don't get emotional about family ties and history, but there's something about seeing your dad holding your son that I can't quite explain. There's a bond between me and my dad that's strengthened; a respect, because he knows what I've just been through.













I NEVER EXPECTED TO... RE-IMAGINE WHAT HAPPINESS ACTUALLY IS.

Every dad says having a child is the happiest moment of their life. Before Van, what would have made you the happiest man in the world?

Success was exciting. And meeting my idols, Dave Grohl, Jack Nicholson and Stevie Wonder. And touring the world and playing at festivals in front of 56,000 people. And random things like going on the Never Mind The Buzzcocks game show and presenting it. That was the buzz, all these things my job allowed me to do. Then, meeting Erin, right when I thought I wasn't going to have a relationship, and just being totally blown away by how well I'd done with her. "F**k, I've absolutely smashed it here," I thought. Now, the buzz is going on stage, but I don't want to be on tour. I don't want to be on a bus, on a plane, or in a hotel. Those things used to be exciting, that was fun. Now, every time I'm away I don't want to be there. Even if I'm in a five-star in Vegas, I want to be with Erin and Van. Now, if I do these gigs, there's got to be a reason. It's got to be worthwhile. I've turned down festivals, and even when they've come back to me with more money, I've said no. I just don't want to do it.

Two years ago, if someone had explained to you that this is what you'd be like in 2015, what would you have said to them?

I absolutely, categorically, would not have understood it. You can't compare the buzz of being on stage to the buzz of having a kid. It's just f**king mental. Don't get me wrong, I've done some amazing shows, like the only time I've come close to bursting into tears was at my Earl's Court show in London. It was a gig with 22,000 people including my mum and dad, and my best mates, my neighbours, my school teachers, everyone. I had about 500 guests. Knowing they were there, with all those people, that was a buzz. Oh, and headlining Clapham Common for [music festival] SW4 was a buzz because I went to school five minutes from there, and it was 30,000 people. So you think, "Why would I ever turn that down? What would it take for me to not want to do that?" Having a kid was overwhelming on another level. The most amazing buzz now is when I wake up in the morning and Erin's brought Van into our room already, and he's sleeping beside me. That's the most amazing thing. Even when he's asleep, I can't waitto wake him up and just look at him. I never, ever, thought it would be that exciting. People would tell me this stuff years ago, but I honestly didn't understand it. I thought, "Sure





MAN'S GUIDE TO TOTALLY OWNING FATHERHOOD

mate, f**k it, whatever, get me another shot of whisky." I wouln't have been able to compute what it might be like. Even mates of mine who had kids, and would ask if I wanted to hold their baby or see a baby photo, back then, I'd be thinking, "Nah, you're alright" but, of course, I had to tell them how cute they were. Now, I'm that guy. I'm that boring person with the baby photos.

I NEVER EXPECTED TO... END UP MARRYING A SUPERHUMAN.

But fatherhood doesn't make you boring, does it?

No. You don't have to give up anything. You realise that it's not all about you anymore, sure, but 10 days after Van was born, I was out working again. Honestly, a lot of it is down to being a great team with your wife. Erin, lots of it has to do with her. She doesn't complain, ever. She's taken to it like a duck to water. Let me explain the birth to you quickly. What I found totally nuts was just watching her deal with it like she was running a marathon or something. She was a mountain bike champion back in Australia, a proper action woman. She even severed her finger off in a motorbike accident. Like, it's been sewed back on. So I already knew that she was pretty extreme. She didn't have any injections or gas, it was all natural, and gave birth standing up. She leant over, picked him up and held him to her chest. Three hours later,

she's walking out of the hospital. Ten weeks later, she's doing a cover shoot for a women's health magazine. I mean, that, it gave me a whole newfound respect for her, a new-found respect for all women. It absolutely made us even closer. It feels like we're properly together in this, like we're proper mates.

If there's one thing a man discovers about himself when he has a baby, what is it?

I've learnt a lot about myself over the past few years, not just these last few months. When I met Erin, I learnt I had to stop feeling so selfimportant and egotistical. Everybody I've met who's gone from a nobody to a bit of fame or success has changed a bit, and everyone gets carried away. Erin brought me down to Earth, and Van has brought me down even more. The main thing though, is a respect for other dads. I never used to notice dads holding babies or pushing prams. Now, there's a nod that dads do to each other when they clock one another. Sometimes, I don't even have my son with me and I'll do the nod. They probably wonder why some fella is looking at them weirdly. I had a great encounter with another dad when Van was a few weeks old. We were out shopping and Erin was in the changing room. I'm sat with Van in the pram, and this other guy walks in with a pram. We're sat there comparing prams. This guy's like, "I see you got a cup holder there, I need to get me one of those." And I'd be talking about how good the brakes looked on his. I'm sat there, with a stranger, comparing prams. Two years ago, I'd be comparing my Jaguar to my mate's Audi. It's mad. Having a kid is mad. FHM

A RECORD OF ACHIEVEMENTS

Example's got a load of milestones to reach as he and Van grow up. To see how prepared he is, we asked him how he'll deal with the first time his son...

...Comes home with a black eye

"When I came home after my first fight, I remember how shaken up my mum was. My dad, though, he whispered in my ear, 'So, did you hit him? Did you win?' Would I do the same? Probably not. Times have changed. It used to be just fists. It doesn't seem to be settled in such a fair way."

...Uses your home for a secret house party and trashes it

"Man, that's what I'd be annoyed about. I'd be more annoyed about that than being arrested. When I came home in the back of a police van, my mum was quite forgiving. She said she wouldn't tell my dad. Mind you, she used it to blackmail me for some time after."

...Says, "Daddy, how did you and Mummy make me?"

"Hmm, I'd talk to other parents and see if they'd had the chat first. I'm not sure when the right age is. Kids are growing up fast these days and that's scary. I remember discovering porn mags at about 15 years old. Who knows what it'll be like 10 years from now."

...Brings his first girlfriend home

"I'm just gonna wind him up, aren't I? That's your job as a dad. My dad still does it now. It's a natural father-son thing."

...Drops his first F-bomb

"People swear way more freely in Australia, where Erin's from, and even her mum's been known to drop the C-bomb. I'd tell him off, but I know I'll be swearing, too."

...Comes home drunk

"My dad used to give me a sip of beer when I was young, and even though I hated it, I'd pretend I loved it. The first time I came home battered was when I was 15, and had nailed half a bottle of rum at a house party. Getting drunk is part of growing up."





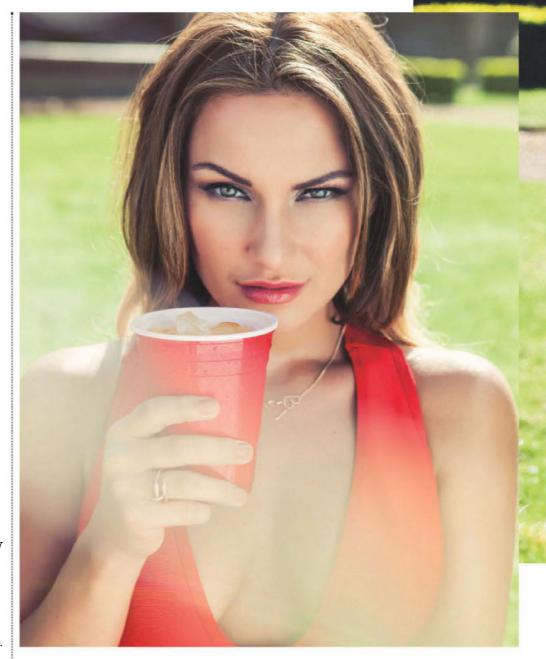


Never before has carrying a black coffee terrified us as much as it has today, the day *FHM* finally meets Sam Faiers.

English galmour model and TV actress' first ever, and long overdue. FHM cover shoot. we've descended upon an \$23.8million London mansion so enormous that you have to take a lift to reach the top floor. It takes 100 steps to reach the wine cellar from the whisky-drinking room, and under the first flight of stairs (yep, there's five of them) there is a cupboard that may even be bigger than our office. The reason for the freak-out over the black coffee? Last time something got spilt on the inch-thick luxury carpet, it cost 10 grand to clean it up.

n honour of the super-fit

But, as eye-rubbingly spectacular as this building is, you're not going to see any of it. That's because we're heading out into the bigger-than-a-football-pitch garden for this summer shoot. An nobody is complaining. After all, we have the the hottest bikini body in England sunbathing on its lawn...



You're no stranger to seeing yourself in glossy mags and tabloids, and even after our shoot there was paparazzi lurking around waiting to get a snap of you. Where's the weirdest place you've found a pap? Hmm, I genuinely still find it so weird that they want to get a photo of me just going to the office at my shop. I

that they want to get a photo of me just going to the office at my shop. I think, "C'mon, what are you gonna get? I'm just going to work, I look so scruffy!" I know that I can tweet about going somewhere and they'll be waiting for me when I arrive there, but when I try to keep it a secret and they still turn up, that's when I don't get it. They always find out. I don't know how they manage it.

"I'M VERY
COMPETITIVE.
I WON'T HOLD BACK
ON THE WATER
BALLOONS, AND I'D
GIVE IT MY ALL.
I DON'T MESS AROUND.
THIS IS WAR."



SAM FAIERS

Have you ever been tempted to throw a Tupperware tub filled with baked beans at them?

Ha, no, I'd be more like Amy Winehouse and go out to make them all a cup of tea. At the end of the day, I know that if it wasn't for the photographers taking photos of me and getting me into the papers and fashion magazines, I wouldn't be where I am. But I can only imagine what people like the Kardashians have to put up with, with paps even waiting on their doorstep. That's extreme.

You've met Kim K before, right?

Yeah! I met her in LA. A friend invited me to a makeup launch party and she was there. She recognised my mate and we got talking. Of course we got a selfie with her.

Is her bum as in your face as in real life?

Well, I had a good look at it and it was definitely big, and she's definitely curvaceous, but it's nowhere near what it looks like on the internet.

Do the people in LA understand your Essex accent?

I get asked if I'm from Australia quite a lot. Last time I told a guy that I was from Essex, he thought I'd said "I like sex". That was awkward. Then he asked who I was with and I told him my girlfriends. He didn't get that either and asked if I was a lesbian. So yeah, there's a definite language barrier.

If we were to come and visit you, what would you do with us to give us the proper Essex experience?

We'd obviously have to do Sheesh for dinner and then Faces or Sugar Hut for a night out. But the main thing would be coming back to mine for one of my famous 4am kitchen parties. They're legendary.

What happens at those?

I've got an island in the middle of my kitchen, and the first thing we do, when I've invited all my friends round, is search the house for any random booze that's hanging around — anything from an old beer to a bottle of vodka or whatever. Then we put it all together on the island and crack on. Destiny's Child gets turned up, and then the next thing I know it's the morning and there's sleeping girls scattered all though my home. Oh,





SAM FAIERS









and for some reason, we always bring out a blow-up doll. I think we named it Callum. Or Roger. Oh, my poor neighbours...

You're massively into fitness. What's your top tip for a guy wanting to approach a girl in the gym?

Don't! It's so cringy. I'd hate for a guy to do that to me. Definitely don't offer to help her on the machines or weights. That would be annoying. Don't offer to stretch her out either, or you would come across super weird. Perhaps offer to buy her a Lucozade? I dunno! That's a tricky one!

What's your secret carb-filled guilty pleasure for a cheat day?

I love a Chinese takeaway. A chow mien with all the trimmings please.

What's the one thing people don't know about you?

That I've got an enormous secret crush on actor David Tennant. Don't ask me why, and none of my friends understand. Oh, and I'm pretty good at somersaults. I used to be a gymnast, so when there's a trampoline around I really show off. I've still got that flexibility. Well, I like to think so, anyway.

What's on your summer bucket list?

So many things! I've always wanted to skydive. I had one bought for me for Christmas, to do in Dubai, but I chickened out at the last minute. Everyone was telling me not to do it, so I freaked. I'll do one eventually. I'm a bit of an adrenaline junkie, and I love being in the water. I love racing around on jet skis, banana boats, all that sort of stuff.

Imagine *FHM* and Sam Faiers throwing a joint summer party. It'd be wild. Who would you call in to provide the tunes?

That's a hard one. I'd want to get a massive Ibiza vibe going, so a DJ like MK would work for me. Then I'd have Dizzee Rascal. I've never met him. I always tell people I'd invite him to play my wedding, though. I reckon he'd be able to keep the party going right until the end.

Which of your girl mates would be the first to jump into the swimming pool naked?

[Actress] Ferne McCann. And me. It'd be early on to get the party started.

Finally, what drinks would you serve? It's not summer without a gin and tonic

with cucumber. A couple of magnums of champagne, too. This party sounds awesome! **FHM**



1 https://www.howtowinattheinternet.com/search?q=uhfdkd&dkjfkjvkc=sclksfijv=VMSKhbcjdfkjd







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Feeling Lucky

Upgrade your cat-based Instagram photos and YouTube rants while making some cool millions in the process. *FHM* meets the Internet entrepreneurs who've turned their social followings into a business...

Edited Jordan Waller



TURN YOUR BURGER VIDS INTO A FOOD EMPIRE



Sortedfood was launched in May 2010 in the form of a

YouTube channel by Jamie Safford, Ben Ebbrell, Barry James Taylor and Mike Huttlestone as a means to share easy and delicious food recipes between themselves...

"After we all moved away to university, we'd all try and meet up once in a while in our local pub," explains Ebbrell. "I was training to be a chef and the guys would wind me up with all of the shocking, disgusting food they were eating: Microwaved kebabs and stuff like that.

"Eventually, I started writing down simple recipes on beer mats for the guys and over time, they started cooking them and filming the process on YouTube."

The idea, which was initially started as a fun way for the friends to stay in touch, started to pick up traction across the site and the group slowly managed to carve themselves an audience.

"We were only getting about 50 views per video at first," continues Ebbrell. "But after a while, people started commenting and suggesting other recipes they wanted to learn. It started to snowball from there. We were really just lucky that nobody else was doing it at the time. We never saw it as a business but



then suddenly, the idea of a 'YouTuber' took off and we managed to ride that wave."

This marked the transition from part-time YouTubers to transforming the SORTEDfood channel into a real business. The friends quit their day jobs to work on the project full time — a risky punt as, at that time, most other graduates were struggling to find full-time employment anywhere. But, it paid off. To date, the channel has more than 1 million subscribers, has racked up over 104 million video views and gained a combined social following in excess of 100k. As of last year, the company had 14 employees with a

projected revenue of over \$4.8 million. It's grown into one of the largest food YouTube channels in the world. *The Guardian* newspaper placed the friends fourth in their list of 'Top Young People in Digital Media under the age of 30'. Put simply, SORTEDfood is now one of the largest online food networks in the world. The guys have even released best-selling books. "We've been working on a SORTEDfood app that we want to turn into the Facebook of food," says Ebbrell. "Then we just want to keep doing this for as long as possible and carry on making it better."

0

RULES TO BEING A YOUTUBE HIT

FOLLOW YOUR PASSION

Pick a topic and content theme that you're passionate about. Without that passion, you're just going through the motions and your audience will see straight through it.

BE TRANSPARENT

The beauty of YouTube is that you're in control at every step so you should be okay to share everything. Behind the scenes bits, bloopers and the "making of it" are just as valuable.

LEARN TO LISTEN

Your audience are the best source of feedback and can help shape your future content.

Nearly every video that SORTEDfood made came from a comment under the video.

COLLABORATE

Teaming up with content creators of a similar size and producing content together can be really strong. Not only does it add variety but it also helps with audience sharing.

NEVER STOP

After you publish a piece of content, you'll have stacks of analytical data that is worth keeping an eye on. It'll help shape what you're doing in your next few videos.







https://www.howtowinattheinternet.com/search?q=uhfdkd&dkjfkjvkc=sclksfijv=VMSKhbcjdfkjd

TWEET YOURSELF **ALL THE WAY TO** THE BANK



In August 2011, London was falling down in the midst of rioting sparked by the shooting of Mark Duggan. In the chaos, writer David Levin used Twitter to quash rumours that the pub he frequented, The Dolphin, was being burned down. His account went viral...

The riots were a worldwide trending topic and the carnage was being tracked in real time on Twitter. Like many Londoners that evening, Levin was scouring for online updates, keeping track of the destruction close to his home, when he stumbled across news that his local pub, The Dolphin, was burning down. Running to his window, he saw that this wasn't actually true and blasted off a tweet to guash the rumours.

The tweet picked up traction in the Twittersphere, with hundreds of users responding in relief, sharing their own jokes about the pub. Seeing the potential for a parody account, he quickly created one, @The_Dolphin_Pub and made a few jokes about the place fighting off the rioters.

"It was just nonsense really, but I woke up the next day and the account had picked up over 1,000 followers and people like [English broadcaster Caitlin Moran and Rizzle Kicks were retweeting it.

"I decided to keep it going for a few days and the followers just kept coming, so I told the owners of the pub. Within a few weeks they started getting loads of new customers. It was incredible and the owners loved it. So I just carried on, making jokes about R Kelly"

The Dolphin pub quickly became a Twitter phenomena and turned Levin into a mysterious superpower of the social-media site, followed by Londoners and celebrities alike, picking up thousands of retweets.

"I started having fun with it, testing different things. During the Olympics, I did a Twitter quiz from the account and it became a trending topic, which was mental. Suddenly, brands started contacting me to help them with their accounts.

"The first big job I was offered was running the feed of BBC's The Voice. I ended up breaking BBC records and suddenly the whole thing became a full-time job. I was introduced to David Schneider [comedian and Alan Partridge writer] and a short while later, we set up a social media company called That Lot."

Four years later and Levin is now a 124-character expert who comes recommended by Twitter itself as an authority, and is regularly sought after by brands like Adidas and TV shows.

STAND OUT

There's so much happening on Twitter, you need to cut through the noise. Whether that's posting reactive topical quizzes about things like SG50 or just jokes about what hipsters wear to Laneway.



KEEP IT SHORT

People are so lazy now that even 124 characters is too many. I generally find, and the stats also back this up, that the shorter a tweet is, the better chance it has off being picked up - 100 characters or less.



BE HUMAN

People want to follow real people, regardless of how big your brand or followers are. You should look at it like you're e-mailing a friend. Don't be a robot.



KNOW YOUR STUFF

The amount of people that don't realise that starting a tweet with an @handle will only go to that one person.



STAY AHEAD

Keep up to date with new developments. Vine and Instagram will bring your feed to life. I'm looking at how I can use Twitter's new "live" streaming app Periscope.



FROM SECOND VINES TO MASSIVE BLOODY PAY CHEQUES

Ben Phillips, 21, from Bridgend was one of the first UK active users on Vine, making short six-second skits to a tiny pocket of early adopters. He's now a bona fide Internet superstar, commanding (according to some reports) in excess of \$30,000 per video...

"When I first started, there were only around 30 other people actively making videos. I was just having a laugh and trying to get those guys to watch my stuff. Somehow I got around 10,000 followers but it wasn't a big deal. It was just because nobody else was on it. I was only getting about 30 likes per video.

"Then, one day, I posted a video where I was pretending that a lobster was driving my car. Overnight, it had 6,000 likes. I started making more fun videos with my ex-girlfriend's two-year-old son, pretending he was a doctor, and it just exploded. We were getting about 50-100k likes and my followers just grew from that. It was bizarre."

Within a short space of time, Phillips found himself reaching an audience of over a million followers, more than most television shows. With that, he began to be approached by large brands who could see his potential as an advertising channel.

"I was working in my mum's shoe shop at the time and I was genuinely quite happy to do that forever, but then Ford contacted me and asked me to feature some of its stuff, which was incredible. Its folks just told me to have fun doing what I was doing and paid me for it. Now this is how I pay my bills."

The Ford video made way for more offers and gave Phillips the opportunity to travel and eventually concentrate on making Vine videos full time.

"It's not something that I ever really saw as a job. At the time, I just thought it would be amazing if I got the chance to travel around for a year and not have to take out a loan like my friends were doing. I still kind of think like that really.

"I could never have imagined it being so big and ultimately this could disappear tomorrow, but I love what I'm doing: The engagement and just being able to make people smile. That's priceless, and what's most important to me. Who knows what's next. Maybe TV? I just want to reach a mass audience. However it goes I'll still just be messing around on Vine."



HOW TO BE HUGE ON VINE

EMBRACE YOUR PLATFORM

I like Vine because it's so simple. It's just six seconds and it's instant. You need to focus on the platform.

Choose one thing to start with and be ahead of the curve. Being the first person on a new format automatically puts you ahead.

DON'T TRY AND GUESS WHAT PEOPLE LIKE

If you try and second-guess the audience, it won't be genuine. Always just do the things that you like. They'll always be like-minded people, even if it's just a small number. I realised I liked interacting with people, and that's what I stuck with.

BE AN ATTENTION GRABBER

People will turn off a Vine two seconds in because they're bored. You need to start strong. The first seconds are incredibly important in holding an audience and making them watch more. That's how you live or die on Vine.

DON'T GET SUCKED IN BY MONEY

When you get a certain number of followers, you can sell absolutely anything and make a lot of money easily. But that's never the reason the successful people do it. It wouldn't work if it was just about getting money. It's not what made you successful so don't let it cloud you.

ANYONE CAN DO IT

No matter how big you get, always remember: Everyone can do this. Everyone has an iPhone. You're not different from anyone else — you're just a guy doing videos.



https://www.howtowinattheinternet.com/search?q=uhfdkd&dkjfkjvkc=sclksfijv=VMSKhbcjdfkjd











At the beginning of 2012, Emmanuel Cole, 24, had just managed to land his first proper job working as a door knocker for a charity. With his first paycheque he invested in a contract phone and, like most people, spent the first few days raiding the app store. It was there that he stumbled across the still relatively new photo app, Instagram...

"I didn't really 'get' Instagram at first, but I quite liked the idea of it," says Cole. "The job that I was doing at the time allowed me to travel quite a lot around the UK, and on my travels I was taking loads of pictures."

The majority of these photos found their way on to Cole's Instagram profile, which

slowly - through the clever use of hashtags

- began to garner an audience.

"I started to get involved with small communities on the app," he continues. "I was messaging them for advice, and taking pictures every day to train my eye." Within months, Cole was featured by Instagram on its coveted 'suggested user' list. The nod of approval from the app makers saw his following leap from a respectable 2,000 to more than 22,000.

"That's when it began," he says. "It all changed." His sudden profile boost meant he was approached by Levi's to shoot one of the brand's campaigns. "That was an amazing experience. Afterwards, I decided to take a

short break and went to New York. When I was there I met loads of other photographers and Instagrammers, and decided to guit my job to do it full time.

"I still didn't know what I was really doing but I knew I had something. I just started spending more and more time honing my skills and learning my craft."

Within six months, he was contacted by Apple to do a talk about getting the most out of Instagram. Following that, he picked up his second big client in the form of Adidas, who he's since continued to work with on a regular basis, among others.

HOW TO RACK UP THE LIKES

TAP INTO THE COMMUNITY

When I first started, I would hashtag everything to bring in new followers and likes. In the beginning, it was good for gaining a bigger audience.

ADVERTISE YOURSELF

Not everyone does this, which is a mistake if you're wanting to actually get work from your online activity. People need to be able to contact you if they're interested.

WALK WITH YOUR EYES WIDE

With my first proper job, I got the chance to travel, which opened my eyes to lots of things and inspired all of my work. Get out there and see everything you can.

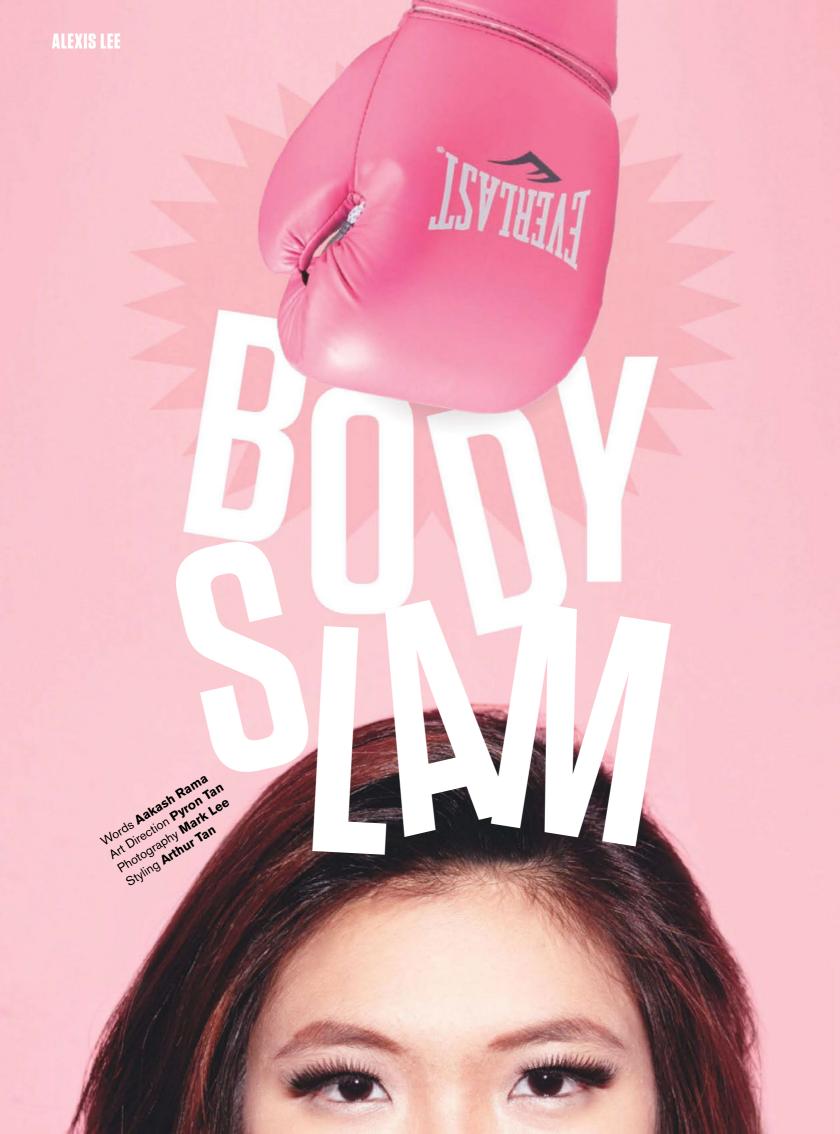
IMITATE NOTHING

It's a great idea to follow lots of other people and get inspiration but after a while, you need to step back from that and learn what your own style is. Be your own brand, and don't imitate others.

NUMBERS DON'T MEAN A THING

Just because you have a massive morning with lots of likes, doesn't always mean that you've made it. You have to constantly work at it if you want success.





A STUNNER BOTH INSIDE AND OUTSIDE THE RING, SINGAPORE PRO WRESTLER FORCE TO BE RECKONED WITH.

oing by the moniker "The Lion City Hit Girl", Alexis Lee is the first and only local female pro wrestler in the scene right now. Currently on the Singapore Pro Wrestling (SPW) roster, the petite 20-year old's training regime is not one to be taken lightly.

Armed only with her dedication — and girlie looks, we might add — the Republic Polytechnic student more than held her own when she famously took down three much larger male opponents with her lightning dropkicks, head locks and cross-body blocks back in 2013. Since then, the YouTube video of her SPW match with Talibarian has gone on to garner over 26,071 views and, in the process, winning her fans from as far as China.

How did you get into pro-wrestling?

I started watching wrestling in Secondary 2 or 3, and found that I really enjoyed it. During my first year of poly, a friend told me about a SPW event. I caught it with a fellow wrestling enthusiast. After the show, we talked to one of the organisers and subsequently went for a trial. That was how I got started in wrestling. My plan is to enroll in an American university and, maybe, do pro wrestling on the side.

What got you hooked on the sport?

It was the entertainment factor and dramatic storylines. It's kind of like being a superhero — the amount of things wrestlers can do within the four ropes is just unbelievable.

Is it hard to get fit for pro wrestling?

It's hard to get into any sport. My coach is always training me to be fitter, so it's pretty much like armystyle fitness training. I was playing badminton before wrestling but my fitness level dropped because I stopped quite a while back.

How often do you train a week?

There are four training sessions every week. If I'm training for a show, I'll come down as often as I can.

Would you say you're a stronger person, both physically and mentally, after picking up pro wrestling?

For sure but I feel the pressure whenever I'm in the ring. As a female wrestler, whenever I see my male counterparts picking up moves in training, there's this pressure to bring things up a notch to match their ability, agility and speed.

Is it easy to break into this traditionally male-dominated sport?

It's never easy to break into a sport like pro-wrestling. But if you can take the hits that male wrestlers dish out, then you'll be treated as one of them. They don't hold back just because you are a girl.

What's the most serious injury you've sustained?

I'm lucky I haven't sustained any serious injury so far. To date, I've only sprained my ankle once.

Cynics say pro wrestling is just entertainment and not real. What do you have to say about that?

That's quite a common sentiment. I know the first thing that comes to most people's minds when they hear the words "pro wrestling" is that it's fake. But that's like saying ballet is







ALEXIS LEE

not a sport! I can tell
you it really takes a lot of
athleticism to be inside the
ring. Besides the hard hits,
wrestlers run the risk of rope
burns whenever we "run" the ropes
— and it hurts a lot. Whenever we
attempt a new move, we usually wake
up with a very sore body.

Your finishing move is the "spear" (driving shoulder into opponent's midsection, tackling and forcing them down to the mat). How did you end up with that move?

When I was watching pro wrestling, I loved it when guys like Edge executed a "spear" such that I always imagined spearing my shoulder into my opponent and taking them down! Now I'm finally living my dream.

How do people react when you tell them you're a pro wrestler?

People don't believe me when I tell them I wrestle. Usually, they think I'm joking. So I have them look up my wrestling videos and articles. That's the only way to prove them wrong.

Besides wrestling, what do you do in your free time?

I just laze around.

What would your last meal be?

Bak kwa — it's so tasty I find it hard to resist. I'd also love to have a buffet consisting of all my favourite food. I wouldn't mind some durians with it.

Worst date ever?

Actually, I just went on one recently. I was working at the Sea Games, and my colleagues and I went for drinks after the appreciation dinner — mobile numbers were exchanged and passed around. A few days later, this guy messaged me and we met up. But I didn't know who he was and, out of embarrassment, I didn't dare to ask him. I didn't even know his name! In the end, I opted for a movie date, just so that we didn't have to talk. It was a really awkward situation.

Is there anything else we should know about you?

I'm a big fan of snapback caps. To date, I have about 30 caps. But my goal is to own 365 snapbacks! **FHM**

BIKINI, BY RIPCURL. Gladiator flats, By Aldo.







he two things I'm interested in are politics and sports. And if you look at them both, what unites them? Winning.

I probably don't need to tell you I'm competitive about everything. This idea that it's not about the winning has always struck me as ludicrous. It is about the winning. If you don't win, you can't do anything.

There's a quote from athlete Haile Gebrselassie towards the end of my book, Winners and How They Succeed. He's been a winner in sport, a successful businessman and he's now going into politics, so if anyone knows about competing and achieving success it's him. He said: "If you can't win, what is the point?"



"You always get a buzz from winning. Winning is everything."

Record-breaking jockey and BBC Sports Personality of the Year, AP McCoy

Richard Branson told me, "There's no single recipe for success, but you can definitely see certain things that pop up again and again." Look at Tiger Woods and Usain Bolt — both very different, both incredible winners. You look at Bolt, and think, this guy is chilled, this guy is relaxed. Woods, on the other hand, is totally focused and doesn't let

anybody inside his space. You can spot the differences, but look at the similarities: Both of them hate losing.

These days I'm more sure than ever that there are certain principles that anyone who wants to win needs to know if they want to lead in their own environment.

- STRATEGY -



"Too many coaches teach technique when they should be teaching strategy."

Nine-time Wimbledon champion, Martina Navratilova

I've got this big thing about strategy. In my book, I say that "strategy is God". You can have all the talent in the world, but without a strategy that everyone from the top of the organisation to the bottom understands, your ambition will not be fulfilled. Whenever I'm working with people, political parties or businesses, I always suggest that they set the objective first and then do the strategy. Strategy is the hard bit. After the strategy, you work out the tactics.

So, in terms of fitness, if your objective is to lose 10kg, then your strategy would be to eat less and exercise more. The tactics might be a diet plan, using the stairs not the lift and recording your calorie intake. Ben Ainslie, the most successful sailor in Olympic history, said to me that strategy to him was about working out what the current is going to do,

what the wind is going to do, what your opponents are like, working all of that out ahead of time. Then, because you get out there and things might not go according to plan, you will have to adapt. To him, tactics are adaptation.

I spoke to José Mourinho about the difference between strategy and tactics. He said, "In my world, there is no big difference between the two." He said that for every game he builds a unique tactical model. Essentially that is his strategy. His strategy is always having tactical supremacy. He then said he only considers employing a "strategy" if his original model isn't working because the other team is doing better, or his team isn't performing as he wants it to. Strategy, to him, is what you do if the tactics don't work.



"If you keep changing your strategy, it means you don't have one."

Genius chess player and political agitator, Garry Kasparov

Garry Kasparov, a chess world champion at the age of 21, believes whole heartedly in adhering to a set strategy. He told me: "In chess, if you play without long-term goals your decisions will be purely reactive and you'll be playing your opponent's game, not your own."

He also said: "Chess is an attempt to paint a masterpiece while someone tugs at your sleeve", which I think might be one of the best things I have ever heard.

- LEADERSHIP -



"You have to know when to go over the top to get a reaction and when to be calm."

All-conquering Manchester United boss Sir Alex Ferguson Anna Wintour, the editor-in-chief

of Vogue, was someone I wanted to talk to for the book, but I didn't really know why. It was just a notion. It turned out to be one of the best interviews of the lot. She's a leader. She told me: "Ideas are a dime a dozen; leadership is how you execute them." She said she wouldn't know how to organise a fashion shoot, wouldn't know how to design a piece of clothing, she can't do any of that stuff. But it doesn't matter because what she can do is get people together. "I am always responding to other people's talents. I am not the talent," she said. Bill Gates, too, has mentioned that all the best business decisions he ever made as a leader had nothing to do with technology, programming or finance. It was to do with picking the right people to work with. I also think values are fundamental to being a good leader. Your values are what give you a compass. When the shit does start flying, your values are the rock you cling to. Arsène Wenger said, "I would say a person who is a good leader is a person who has ideas and a vision of the world. To have a vision of the world, you have to have a philosophy of the world and values that are important for you."

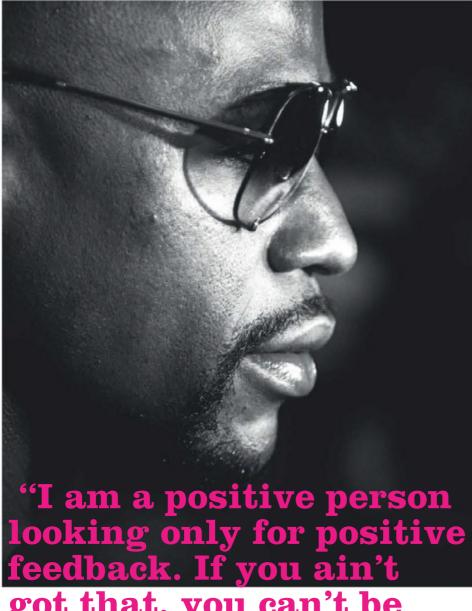
"If leaders do not stay focused... everyone else wanders off pretty quickly"

Ultra-charismatic, absurdly popular ex-US president, Bill Clinton

The opposite is true of someone like Rupert Murdoch, executive chairman of News Corp. I do a thing at dinners where I ask people if they think Richard Branson has a good reputation or a bad one. They say good. Bill Gates? Good. But Murdoch? Bad. Think about that — he owns more print and airspace than anybody, but he's lost control of his reputation. You contrast that with leaders who focus not just on what they're doing, but also on their long-term reputation. I spoke to a guy called Joe Torre, a baseball legend both as a player and a coach. He's all about values. He had a difficult

childhood — his dad used to beat up his mum. He now runs safe houses for abused kids. With regard to leading his players, he said, "You have to earn their trust. You cannot take it for granted. If you earn their trust, you'll get their commitment." Billionaire investor Warren Buffett is often seen as a leader with good values. He said. "You will have the habits 20 years from now that you put into practice today. So look at the behaviour you admire in others and make those your habits, and look at what you find reprehensible in others and decide those are the things you are not going to do."





got that, you can't be around me."

Undefeated, multi-millionaire boxer Floyd Mayweather

Floyd Mayweather is someone who's taken the "winning mindset" to the next level. He's one of the highest-paid athletes in history and, unlike every sportsperson I've interviewed, has never known what it's like to lose. He's never lost a professional fight. He told me he never even contemplates the idea of losing. Everybody else talks about the fear of defeat being a bigger drive than the love of winning. Not him. I experienced the power of visualisation myself when Tony Blair

asked me to work for him in 1994. All my friends were against it. My parents were against it. So I took a long time to think it over. But three images kept popping into my head. In the first, I was still a journalist, in the press pen, and John Major was walking back into Number 10. In the second, I'm still a journalist but it's Tony Blair walking in and I'm thinking, "I could have been part of that." In the third, Blair's walking in and I was walking behind him. That helped me make my mind up.



"We think in pictures way more than we think in words."

Legendary British golfer, Nick Faldo

Once, at a charity football match at Old Trafford, Diego Maradona told me that part of the preparation for winning is the visualisation of winning (by the way, one of my life rules is to mention that I played with Maradona to someone every day). Visualisation's not just simply "seeing yourself win". It's seeing yourself overcome the specific challenges and obstacles that stand in your way of winning.

McCann is a really successful sports psychologist. He told me, "Visualising can have a powerful effect... the brain can't really distinguish between a visualised experience and an actual experience."

McCann works with Welsh rugby union player Leigh Halfpenny. On the morning of big games, he literally practises kicking, without a ball, in the hotel room. He goes through the exact same motions that he would for a real kick —, almost an entire minute of mental preparation, stepping, breathing. In his head, it is for real. They don't talk about his technique — just what's going on in his mind.

Richard Branson told me that Virgin Airlines was entirely based on an image: "I visualised how good a flight could be, and I could feel how successful an airline dedicated to that kind of flying could be."

. INNOVATION & BOLDNESS



"It's only by being bold that you get anywhere."

Virgin boss and entrepreneur Sir Richard Branson

People usually think innovations have to be these enormous game-changers. But most innovations — great innovations — are tiny. They make you wonder, "Why didn't I ever think about that before?"

The main type of innovation people don't usually appreciate is the type when you're focusing on improving your own performances, exploiting your own weaknesses.

Dave Brailsford, the coach who's helped British cycling reach previously unthinkable heights, innovated the idea of "marginal gains". He told me, "Marginal gains means looking at all the things we do and never assuming we couldn't do them better." That's probably also why Brailsford gets criticised by his staff for never celebrating after a win.

Ariana Huffington, who founded the first Internet newspaper, *The Huffington Post*, puts it this way: "Innovation is understanding that you are always a work in progress. It is about disrupting your own operations and looking at how they can improve."



Multiple-title winning football manager José Mourinho

She's right — part of innovation is about addressing your own weaknesses. Working in politics, I used to have what I called "Reverse Pro Zone". We'd sit down every week and ask ourselves the question: If we were the opposition looking at us, and they knew about us what we knew, how would we exploit those weaknesses?

That doesn't come naturally to most people or organisations because we usually want to focus only on the things that are going well for us.

Barack Obama — or at least his staff
— will always be known as an
innovator. David Axelrod, the
President's campaign manager, said:

"The thing about conventional wisdom is that it's almost always wrong."
That's why, when Obama was running for president, he had no problem being the only candidate that wanted digital campaigning to be an intrinsic part of what he was doing. His opponent for the Democratic nomination, Hillary Clinton, on the other hand, "had a traditional structure, with digital 'sort of over there somewhere".

Who knows whether Obama was a particularly digital person himself. Tony Blair didn't even have a mobile phone until he left office (and my computer skills were non-existent before I left Downing Street).

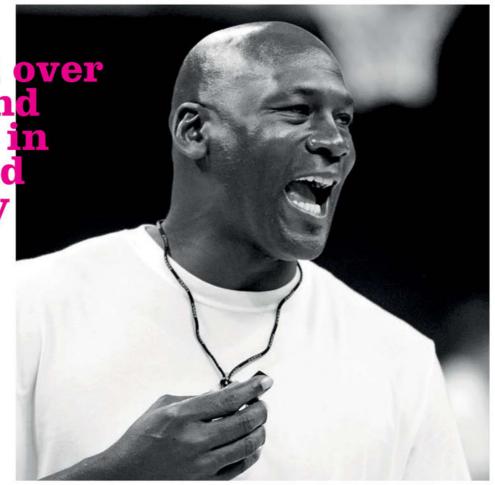
RESILIENCE & CRISIS MANAGEMENT

"I've failed over and over and over again in my life. And that is why I succeed."

Greatest basketball player of all time, Michael Jordan

Looking back at my time in politics, the first thing I learned is that a crisis is usually not a crisis. It's a problem. The tipping point is when the problem reaches that moment where it needs your total focus, and if you don't make the right decisions you're going to be blown away.

Once you are into a crisis, it doesn't matter whose fault it is. You have to say, "I'm taking responsibility, I'm going to sort it out and here's how."





"Even if you aren't sure of yourself, pretend that you are. It makes it clearer for everyone else."

Powerhouse editor of *Vogue* magazine Anna Wintour The launch of Heathrow Airport's Terminal 5 is a great case in point. The whole thing was a fiasco, caused by one computer glitch. No one could find out what it was. No one knew whose fault it was. But Willie Walsh, the British Airways CEO at the time, came out and essentially said, "It doesn't matter whose fault it is. I'm taking responsibility. I'm going to sort it and here's how."

I reckon in my time in politics we had only five full-blown crises: The Iraq War, Kosovo, 9/11, foot and mouth disease and the fuel protests. I interviewed Bill Clinton about the Monica Lewinsky crisis. That could have overwhelmed him, but it just made him stronger. It goes back to what I was saying about strategy. He said, "My objective was survival, my strategy was to keep on doing my job, and my tactic was to make sure the American people knew I was doing my job. Focus on what you're meant to be doing. Let everybody else talk about

the other stuff."

Someone who represents an enduring British winner, who understands the benefits of resilience, is the Queen. And I say that as a lifelong republican.

Before Diana's death, the Royal Family were seen as a soap opera rather than an institution of value to the country. But they changed things. TV became important, then social media. Now you'll see photos of The Queen on Facebook, walking the corridors in a head-scarf. Everything around her has changed, but she remains the same.

As to the conclusions I've reached in speaking to so many winners in different fields: Business has a lot to learn from elite sport; and politics could do with learning from both. FHM

Alistair Campbell's book, Winners And How They Succeed, is out now.



You've played in different bands, including The Smiths and Modest Mouse. How did it influence you to become the musician you are today?

I learn from every situation; I became a much better guitar player when I joined The The in 1989. That was a very good band with serious musicians; I learnt some tricky things and developed my "live" sound.

You've also worked with Hans Zimmer on *The Amazing Spiderman 2* and *Inception* soundtracks. Any interest in branching out into film scoring?

I like working on films; playing in front of an orchestra is a great thing and a great sound. I was lucky to start off on *Inception*; it was a beautiful score and film. I've just done a new film with Julianne Moore, due out in October.

What inspired your sophomore album, Playland, and is it all about Easy Money (title of first single)?

Playland was inspired by the book Homo
Ludens. It's mostly about how we chase
escape through entertainment, technology,
sex, drugs, alcohol and money. I like some of

the culture so I'm not criticising — merely commentating. But I do wonder why people can't be with themselves for two minutes without getting sucked into a screen.

Prefer playing "live" or in the studio?

I'd always preferred the studio but now I prefer the stage. I like travelling, and the feeling of a concert and its volume. I get impatient in the studio.

What can we expect from your debut Singapore gig?

Energy, loud guitars and loud drums. I've a great band; we try to be the best "live" band around. The new songs are writtern to be played "live". I also like to celebrate my past.

You recently worked with Noel Gallagher's High Flying Birds on the song *Ballad of the Mighty I*. How was it working with him?

It's a good song. Noel just let me do what I wanted. He's very smart and hardworking. He makes it look like his life is easy but I doubt most people would be able to deal with the pressures he's had following huge success. He's what we call a "national

treasure" in England, along with Stephen Fry and Alan Carr.

You have an honorary doctorate from the University of Salford and were once their visiting professor of music. Any interesting stories to share?

I did a lecture where I took out all the contents in my bag ("Let's see what Johnny carries around as a working musician?") — wires, slide, capo, notebook, headphones and lyrics. I also asked questions about the other members of their band. You'd be surprised how many young musicians have no idea what their band mates are thinking when playing together.

You're a practicing vegan. Does it help in your music?

I feel better than if I was eating meat. Anything that makes me feel better helps my music and I like the idea of a progressive lifestyle. There are plenty of old rockers out there. Who wants to be that guy? **FHM**

Johnny Marr performs 30 Jul at University Cultural Centre Hall. Tickets from Sistic.com.



DVD

FILMS THAT TAUGHT US THE MEANING OF LIFE

Life is art, and you are not ready to embrace it till you've watched these six cinematic masterpieces.

Up (2009)

If you make it through the first 15 minutes of this film without weeping, you'll find the tale of a grumpy old man life-affirming. After strapping balloons to his house, our testy pensioner heads off into the unknown, and with the help of a curious boy scout, sheds his bitter old skin and learns to let go.

What we learned: "Adventure is out there."



Trainspotting (1996)

Choose a job. Choose a career. Choose a family. The advice of a heroin addict may not be the most trustworthy, but Ewan McGregor's opening speech sums up everything you need for a normal existence. Watching his character Renton trying to make the big time at the expense of his so-called mates teaches a valuable lesson.

What we learned: "Choose life."



Re-Animator (1985)

Borrowed from the mind of horror legend HP Lovecraft, Re-Animator doesn't so much teach us the meaning of life, instead what happens when you're given it back. This grisly comedy depicts life at its most basic; angry, violent, and sex-driven, shown through the eyes of a horny decapitated professor and a mad scientist with a taste for glory.

What we learned: "It's really quite simple. All life is a chemical and physical process."



Fight Club (1999)

Sometimes in life you have to roll with the punches. Sometimes you have to deal with said punches in an secret club for misfits craving an escape from life. Just don't talk about it. Edward Norton is one such misfit, who learns to shirk his duties and live for the now. By being smacked in the face.

What we learned: "This is your life, and it's ending one minute at a time."



Ferris Bueller's Day Off (1986)

Matthew Broderick reminds us to seize the day as only a teenager could: By stealing a Ferrari, hijacking a parade float and leading the biggest sing-along to Twist And Shout ever. Living out our fantasy of ditching the daily routine and getting away with it, Bueller is the poster boy for misbehaving.

What we learned: "Life moves pretty fast. If you don't stop and look around once in a while, you could miss it."



It's A Wonderful Life (1946)

The clue is in the name, and what better way to learn what life's about than witnessing one where you don't exist? A suicidal Jimmy Stewart being shown he has something to live for by a fallen angel may sound like the stuff of a bad trip, but it does the job.

What we learned: "No man is a failure who has friends." **FHM**





You snooze, you lose. Put your pedal to the metal and get into pole position for these exclusive F1 parties.

Amber Lounge

What is it? It's the most exclusive
Grand Prix soirée, having proven its party
cred since 2003 at the Monaco Grand
Prix. This year, not only will you get a
glam Ted Baker fashion show helmed by
Singapore fashion authority Daniel Boey,
it'll also be the only party that has F1
drivers moonlighting as catwalk models.
Who's in? Previous celeb guest lists
were longer than our toilet roll, and have
included the who's who in sports, pop
and high society, from F1 drivers
Fernando Alonso and Felipe Massa, to
David Beckham and Jennifer Lawrence.

19 and 20 Sep. Tickets and table booking from www.amber-lounge.com.

The Podium Lounge

What is it? With more distractions than an Uncle Ringo carnival, there's something for every reveller at the Podium Lounge, from fashion shows to a pop-up Andy Warhol art exhibit. You can also get a piece of the action by taking part in the F1 memorabilia "live" auction. Who's in? On its DJ line-up are Mark Doyle (creator of Hed Kandi and Fierce Angel record labels) and 8KY 6LU (one

half of LMFAO). But since we're big *Game of Thrones* fans, it's Kristian Nairn (Hodor) that has us all excited. We're counting on him to drop a thumping remix of the show's theme song. A tie-up with the Infiniti Red Bull and Williams Martini Racing teams means you'll be partying hard with their drivers.

18 to 20 Sep at The Ritz-Carlton, Millenia Singapore. Ticket from www.podiumlounge.com/sg.

Boudoir Noire

What is it? Part performance-art showcase, part club night, this Parisian-cabaret-inspired F1 event features New York City's experimental theatre group The Box. The sensual affair promises to delight partygoers with its bold and seductive show. The folks from award-winning watering hole, 28 Hong Kong Street, will helm the bar.

Who's in it? Boudoir Noire's main headliner is a name familiar to *FHM* — Singapore's first professional burlesque artist, Sukki Singapora.

19 and 20 Sep. For more information, visit www.boudoirnoire.com.



TV

TRUE DETECTIVE 2

Which actor might get a resurrecting cameo if there is ever season three?



Corey Feldman
Career high:
The Lost Boys
Career low:
Dancing On Ice

True Detective (TD) credit: "Rambling conspiracy theory loon" — a loveable snitch who lives in a trailer park and thinks the government has tapped his brain. Dies in episode four from accidental electrocution.



Macaulay Culkin
Career high: Home Alone
Career low: Bottled off
stage with band Pizza
Underground.

TD credit: "Trouserless junkie". A vital witness to the plot's major "event", there's one thing he hates more than talking to cops: Wearing trousers. Killed by snakebite in episode four.



Charlie Sheen

Career high: Platoon
Career low: His sacking
from Two and a Half Men
and subsequent meltdown.

TD credit: "Old soak". The bar owner with a story that'll blow this whole thing wide open, unless he ends up dead. He ends up dead in episode four.



Sylvester Stallone
Career high: Rocky
Career low:
Warburton bread advert.

TD credit: "Senator Bill". In a

dig at Arnie, Sly appears as a ball-breaking politician, hell-bent on pushing our hero cop to the edge. Chokes on scotch egg in episode four.

True Detective 2 is showing on HBO (StarHub Ch 601), every Mon, 9am and 9pm, till 8 Aug.





VORDS: TIMOTHY WEE; PHOTOS: KIX & KIX HD



MUSIC

LISTEN INSPIRATION

Five songs that taught us the meaning of life.



Hallelujah by Leonard Cohen (Jeff Buckley version) Life lesson learned:

Who's to say? Leonard

Cohen drafted 80 difference verses to this at first. It's probably something along the lines of "love can make you sad as well as happy but that's okay". **Sample lyric:** "Baby I've been here before, I've seen this room and I've walked this floor, I used to live alone before I knew ya. But I've seen your flag on the marble arch, and love is not a victory march, it's a cold and it's a broken Halleluiah."

In a nutshell: You can learn a lot about your own love life from the Old Testament, if you look hard enough.



Daydream Believer

by The Monkees Life lesson learned: Never grow up and face reality; skipping around

gaily with a song in your heart really can transcend most of our earthly needs like food or shelter.

Sample lyric: "And our good times start and end without dollar one to spend, but how much baby do we really need?"

In A Nutshell: On a good day it is actually possible for a bunch of American Beatles-impersonators to out-Beatles the Beatles.



Greatest Love of All

by Whitney Houston Life lesson learned: Remember that time, long ago, when you

decided never to walk in anyone's

shadow? That was all Whitney. In fact, a useful rule to live by and — leaving aside some of the more questionable decisions she made in later life — is often the answer to the simple question: "What would Whitney do?"

Sample lyric: "Let the children's laughter remind us how we used to be." **In a nutshell:** Sometimes a histrionically sappy power-ballad is the way to cure all ills.



All the Small Things

by Blink-182 Life lesson learned: It's not just the devil that lies in the detail —

there's godly stuff, too. And if a bunch of dysfunctional child-men can like Blink-182 can make a breakthrough hit a rock-disco classic about appreciating that, then there is surely hope for us all. **Sample lyric:** "Late night, come home. Work sucks, I know. She left me roses by the stairs. Surprises let me know she cares."

In a nutshell: Punk-pop doesn't have to just be about wanking.



Ben by Michael Jackson Life lesson learned: For every wacky pop king you'll come across

in life, there was once an adorable little boy who loved his pet rat so much he sang a song as lovely as this about him. Sample lyric: "I used to say 'I' and 'me', now it's 'us', now it's 'we"."

In a nutshell: There are certain kinds of love more powerful than that between a man and his pet rat — but probably not that many.





GAMES

ARKHAM KNIGHT

Burn rubber in the Batmobile.

Rocksteady Studios' Batman: Arkham trilogy came to an end with Arkham Knight, in which Batman faces a new villain determined to unite the Caped Crusader's enemies against him. An all-star line-up of baddies are throwing down, but this time, not only can you flip between different characters — playing as Batman, Robin, Nightwing or Catwoman — you can finally drive the goddamn Batmobile. Oh, goodness, yes!

Batman: Arkham Knight is out now on PlayStation 4, Xbox One, PC and Mac.





How did you land the coveted parts of Mr and Mrs Lee Kuan Yew?

Sharon Au: I sent a recording of myself singing Mrs Lee's theme song to director Steven Dexter; he was in London then. We followed up with a Skype interview that lasted barely five minutes! I could tell he did enough research on me to offer me the part. Adrian Pang: The other 12 guys ahead of me couldn't make it. [Laughs] Truth is they came to talk to me about the role to see if I was interested and available. Initially, the scheduling was not going to work out. Then the stars aligned and I was able to make it.

Any funny rehearsal story to share?

SA: Mrs Lee was [literally] always two steps behind Mr Lee. So I try to walk two steps behind Adrian all the time. That takes effort, as I'm a fast walker.

AP: We were doing a scene from their Cambridge days. They were drinking with friends, so our director told us to improvise and have fun. We ended up on the "rooftop", all stripped down and mooning!

If you could chat with your character, what would be the first topic of conversation?

SA: I'm curious to know how she kept Mr Lee in check. There was once while inspecting the National Day Rally venue, Mr Lee got upset by the extravagance of the staging. But she silenced him simply by remarking how lovely the place looked.

AP: We should have a karaoke session. I'd sing with the man, soak in his vibes and channel it into the role.

Your song of choice for a duet? AP: The first song that comes to mind is Dream On by Aerosmith — only because I wouldn't screw it up! Or maybe we could have a lip-sync battle? What sort of music did Mrs and Mr Lee enjoy?

SA: Mrs Lee was a classical music fan. Staying true to method acting, I now listen mostly to Symphony 92.4FM and BBC Radio (to grasp the accent). But I'm a '60s-music girl. There's a Judy Garland song, I'm Just Wild About Harry, which is so apt since Mrs Lee always addressed Mr Lee by his first name. Even when he went by his Chinese name, Mrs Lee said she was proud of him as Lee Kuan Yew, but would always be Harry to her. They were each other's first love. Do

you remember your first love?

AP: It was in my early teens; I wasn't physically well then. In fact, I just had an operation. But in the throes of young love, I checked out of the hospital, as there was a girl waiting for me. I literally climbed over fences in my weakened state just to meet her. It didn't last very long, though.

If you could write a play about Singapore, what would it be about?

SA: I'd like to write a play about PM Lee's children — how they grew up in such an intense, intelligent and outstanding family. I don't think they have Instagram or even indulge in selfies! They'd be interesting subjects that'd appeal to a younger audience. AP: It'd be about the Merlion as a superhero — unassuming lawyer by day, crusading half-lion, half-fish crime fighter by night. He'd spit radioactive waste at his foes. Yes, I'd be starring in the main role and doing all my own stunts.

The LKY Musical runs from 21 Jul to 16 Aug at the Marina Bay Sands Theatre. Tickets from Sistic.com.





BOOKS

BIG READ

Find your perfect holiday reading partner.

Holidays are the perfect time to catch up on all those man books you know you should have read. But polishing off tome after tome is thirsty work, especially while sunning yourself by the pool and eating your weight in salty continental crisps. What you need is a chilled alcoholic accompaniment. Luckily for you, all your favourite authors were raging boozehounds, so you can channel these six genius wordsmiths with their poison of choice as you lose yourself in their finest works...

01 MEN WITHOUT WOMEN

Ernest Hemingway

Even if he hasn't, every man will tell you he's read Hemingway's *The Old Man and the Sea*. But this alternative collection of short stories about bullfighting, drinking, sex and death, will punctuate your trips to the bar and dips in the pool wonderfully.

Perfect poison: Mojito.

Author's encouragement: "A man does not exist until he is drunk."

02 POST OFFICE

Charles Bukowski

You're not alone in dreading a return to your 9 to 5. Bukowski's Henry Chinaski feels your pain and tries to numb it out by splashing all his wages on booze, hookers and gambling. **Perfect poison:** Boilermaker

(boliefing

(beer and whiskey shot).

Author's encouragement: "Stay with beer. Beer is continuous blood. A continuous lover."

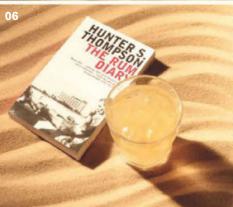












03 THE BIG SLEEP

Raymond Chandler

Nothing will keep you rooted to a sun lounger like one of the world's finest hard-boiled LA detective novels, even 76 years on from its first publication.

Perfect poison: Gimlet.

Author's encouragement: "I think a man ought to get drunk at least twice a year just on principle."

04 BIG SUR

Jack Kerouac

Take time off work, forget all your responsibilities, grab your closest pals, head for the coast and get so drunk that you make a right tit of yourself. Sounds familiar, right?

Perfect poison: Margarita.

Author's encouragement: "Don't drink to get drunk. Drink to enjoy life."

05 IN COLD BLOOD

Truman Capote

Grasping how brutal a human being can be is the second most shocking thing about this page-turner, after the realisation that it actually happened.

Perfect poison: Screwdriver.

Author's encouragement: "In this profession, it's a long walk between drinks."

06 THE RUM DIARY

Hunter S Thompson

Proof that drinking is far better when done under the sun. Or after being chased by Puerto Rican gangsters.

Perfect poison: Wild Turkey whisky and ginger beer.

Author's encouragement: "I'd hate to advocate drugs, alcohol, violence or insanity to anyone, but they've always worked for me." **FHM**





OBSTACLE RACE IS FINALLY COMING TO SINGAPORE









- Over 240 events in 20+ countries
- Over 1 million participants worldwide
- Suitable for all ages
- 6+km, 22+ obstacles
- Top 3 fastest male and female Elite racers win cash prizes and trophies.
- Spartan Junior Race (first in Asia)

Race Pricing Categories	Early Bird Registration (Now till 31 Jul)	Normal Registration (31 Jul to 15 Nov)
INDIVIDUAL	\$88	\$98
TEAM OF 3+	\$88	\$88
TEAM OF 20+	\$70	\$78
SPARTAN JUNIORS (AGED 4 TO 13)	\$28	\$28
TEAM OF 40+	contact info@sg.spartan.com	

For male and female Elite Heats (one female and one male each Race Day), individual and team pay \$20 extra per person on top of existing registration price.

Upon finishing the race, every participant receives a headband, racer's T-shirt and medal.

The inaugural Reebok Spartan Race Singapore Sprint will take place on Sunday, 15 November 2015. Registration is now open via its official website www.spartanrace.sg. MediaCorp is the official media partner for Reebok Spartan Race Singapore Sprint 2015.

For more information on Reebok Spartan Race, as well as details on Spartan Junior Race, visit www.spartanrace.sg





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08/15

PULSE

05 JOHN CHEAH

One of the region's top Crossfit athletes tells us anybody can become a Crossfitter. We believe!

14 ALTERNATIVE FOOTBALL AWARDS

A look back at the heroes and zeroes of last season.

20 HOW TO GET BIGGER GUNS

Supersize your arms with the right training methods.

22 #WHYIRACE

Spartan Race is coming to Malaysia and Singapore. Are you ready to face the mud? Because we are!

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Eat healthy doesn't mean eat boring. We show you how to supercharge your packed lunch.

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26 EAT AND DRINK

The newest restaurants and watering holes.

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How not to mess it up, as advised by a hot girl.



The man acts, dances and works out like a champ p05



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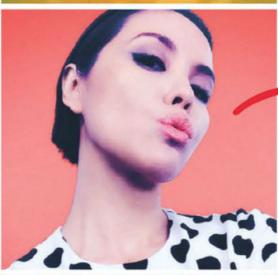
Lady advice p28











Happy SG50 Singapore!

Happy Belinda, Jayley, Ya Hui,

Rebecca, Belinda, Paige, Xiang Yun,

Zoe, Kym, Julie, Paige, Xiang Yun,

Felicia, Carrie

Felicia, Carrie





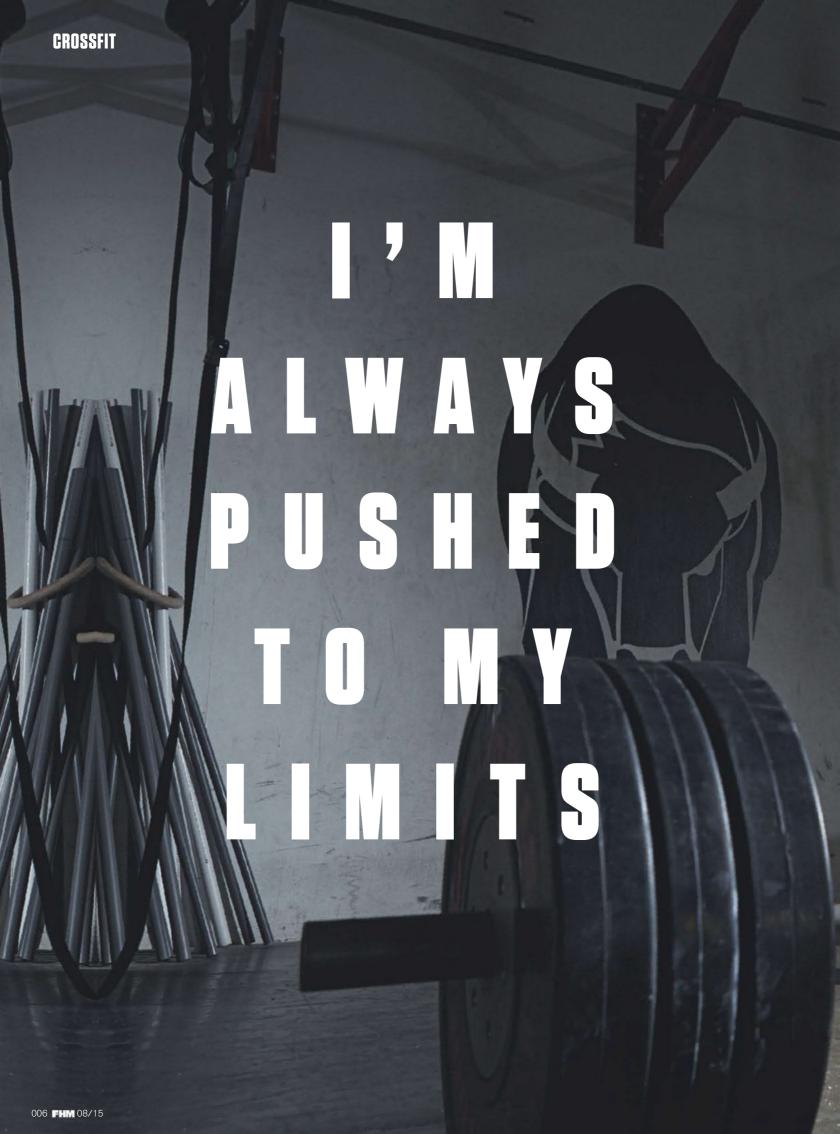


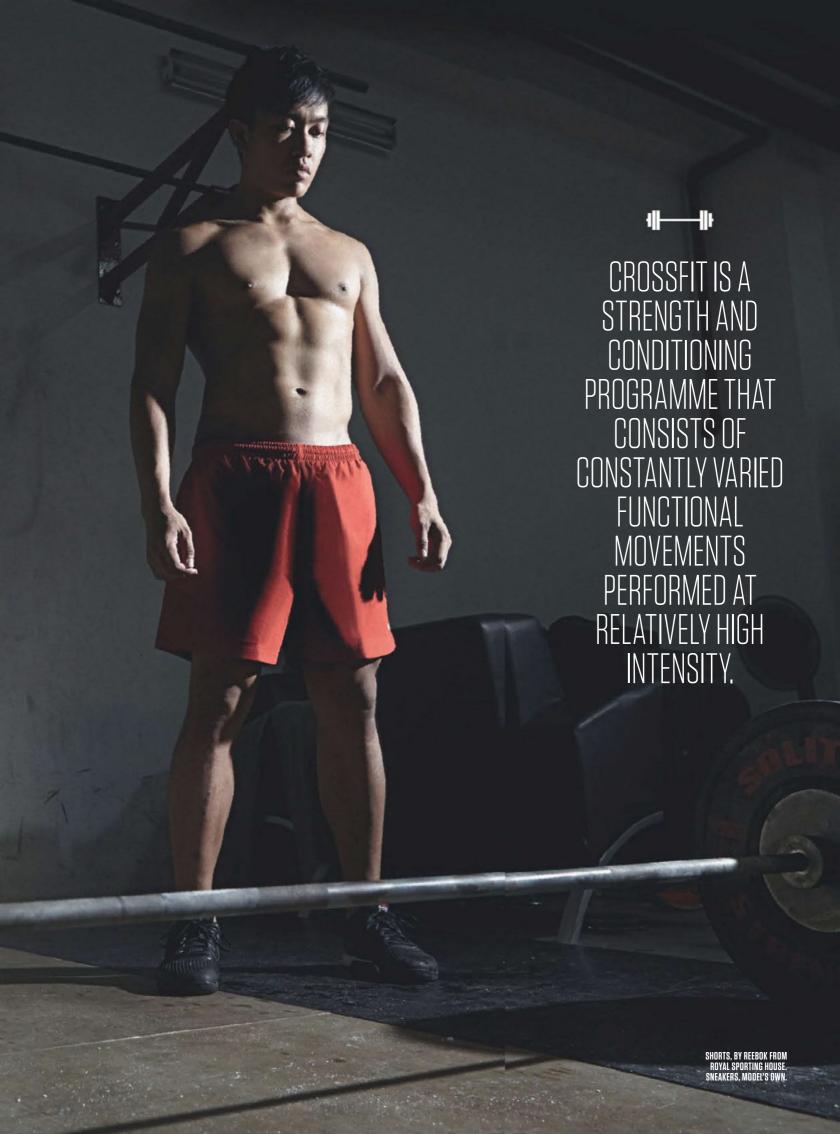






INING SECRETS FROM A CROSSFIT ATHLETE. THOR HAS GOT NOTHING ON HIM! The undergraduate is one of the nation's top CrossFit athletes, head coach of CrossFit Statera, national weightlifting silver medallist, theatrical actor and contemporary dancer. FHM presents the face of fit Singapore. SHORTS, BY LULULEMON ATHLETICA. Words Cheryl Tay Art direction Pyron Tan Styling Arthur Tan Photography Hong Chee Yan







CROSSFIT

A prolific name in the Asian CrossFit scene, John Cheah possesses both physical prowess and artistic talents (besides acting and dancing; he also plays the drums, guitar, bass, violin and African percussion). He also represents brands like Lululemon, Elite Pro Nutrition, Cocoloco (coconut water) and Starwater (water ionizer); and is a favourite to win Elite 2015 (elitesgfittest.com) — an inaugural event that puts people's fitness levels to the test through two qualifying rounds (endurance and power) before the grand finals. At only 24 years old, the future is definitely bright for this spirited sportsman.

Did you grow up playing a lot of sports?

I started swimming when I was four and picked up basketball in primary school contemporary dance at 18; I'm also a physical theatre actor/movement performer, and I compete actively in CrossFit and weightlifting. When did you first go to

the gym? It was back in 2011 because I felt going to the gym would make me stronger and help improve my performance on stage. I followed a 300 Spartan workout programme on the Internet for a year; then I bought a book on functional exercise, and that's where I added squats and kettlebells to my workouts.

How did you learn of CrossFit?

I already enjoyed functional training — I saw how it enhanced my performance as a dancer. In 2012, I stumbled upon CrossFit online and started doing the Workout of the Day (designed with highintensity intervals of sports like Olympic weightlifting, running or swimming an individual's ability and fitness level, making it suitable for anyone) on its website. My first WOD was 50 thrusters and 30 pullups. I took 20 minutes to finish and was totally smoked. But I fell in love with CrossFit immediately Did you join a CrossFit

box next?

For two years, I continued WODs by myself, taking them off the CrossFit website. I also went on a

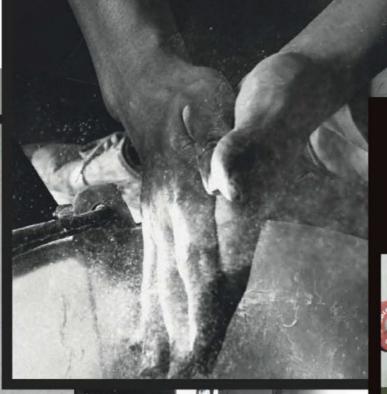
powerlifting programme called Starting Strength. Altogether, I visited the It was only sometime in end 2013 when my trial class at one of the local boxes. Two months later, I joined my first I finished in 17th position.

After that, Lewis Chua, national record holder for coached me. A year later, I went back to that same third. Just to give some perspective, my numbers went up in a year — 65kg to 100kg for snatch, 80kg to 130kg for clean and jerk 150kg to 200kg for deadlift, and 140kg to 170kg for back squat. **What do you like**

about CrossFit?







SHORTS, BY REEBOK FROM ROVAL SPORTING HOUSE SNEAKERS, MODEL'S OWN.

I FINISHED 17TH
POSITION IN MY
FIRST CROSSFIT
COMPETITION. A
YEAR LATER, I
WENT BACK TO
THE SAME
CONTEST AND
CAME IN THIRD.

COMMON MOVEMENTS IN CROSSFIT

4---





CLEAN & JERK

Comprises two weightlifting movements: First, clean it by pulling barbell from the floor, driving it through the heels while extending hips and legs, before pulling body into a front squat with elbows beneath the bar. Stand with the bar at rack position; then do the jerk with a slight dip of the hips before an explosive drive of the bar upwards with straight arms.



DFADI IFT

A full-body compound powerlifting move where a loaded bar is lifted from the floor to your hips.



RNX IIIMP

Jump with both feet in one explosive movement to land in the centre of the box.



SNATCH

In a continuous movement, pull barbell from the ground into a drive, fully extending hips before landing in an overhead squat with arms locked.



KETTLEBELL SWING

Initiating from hips, swing kettlebell in a pendulum motion to overhead where the base of the kettlebell faces upwards. Lock elbows, hips and knees when executing move.

WHAT'S IN JOHN'S GYM BAG



NIKE ROMALEOS 2
For weightlifting.



John often trains in this, as it is comfortable and combats sweat well.



SPEEDOS
For swim WOD, or when
John feels like chilling in
the pool on a hot day.



WRIST STRAPS
Help to hold the weight in your hands so he has a better grip (usually at heavier weights).

keep guessing what I'm doing and I like how I'm always being pushed to my limits. CrossFit is about preparing your body for anything life throws at you.

What are some CrossFit misconceptions?

That it's a sport only meant for very fit people. A lot of people think CrossFit is something you have to train for but it's a process where doing CrossFit makes you a fitter person. You don't have to be fit to start doing it, but you get fit doing it.

Many also associate CrossFit with competition but that's not what it is; it's about training for life and preparing for the unknown. For me, the training helps me to deal with the demands of a stage actor.

CrossFit covers a wide range of physical fitness aspects and is very functional — it's about getting fitter and stronger so you can apply it to everyday life. It's also scalable, so you do what you are capable of.

How should newbies prepare for CrossFit?

Have an open mind and always feel that you are coming in to learn something new, regardless of your ability level.

How often do you train?

When preparing for competition, I train three to four times a day for five days. Otherwise, it's twice a day for six days.

What do you compete in?

Dance, CrossFit and weightlifting. Most competitions are held overseas, except for Elite. It's great to have local competitions like this, as it brings the community together and gives us a proving ground for fitness.

How do you prevent burnout?

I make sure I get enough

sleep, eat well and be around people I like. I'm strict about my sleeping times — no later than 11pm every day and I'm up by 6am, even on rest days. I'm allergic to gluten, so I stay away from certain foods. But normally I eat carbs at night and avoid meat in the morning. I eat for fuel to power my workouts.

What else do you take to supplement your diet?

I take whey protein, creatine and beta-alanine. Whey protein is taken right after workout and before sleep; creatine for mass building; and beta-alanine for burst energy. During training, I also sip on bottled fresh coconut water.

What type of girl are you attracted to??

Someone who knows what she wants, knows herself and can think for herself. That's the first thing that draws me. It also comes down to how we connect. And no, she doesn't have to do CrossFit or be very involved in fitness, so long as she is passionate about something. FHM

I'M STRICT ABOUT MY SLEEPING TIMES — NO LATER THAN 11PM EVERY DAY AND I'M UP BY 6AM, EVEN ON REST DAYS.









VINNIE JONES AWARD:

NIGEL PEARSON Soon after telling one of the King Power Stadium faithful to "f**k off and die", the Leicester manager decided to pin James McArthur to the ground by his throat after the Crystal Palace midfielder accidentally bumped into him. At the post-match conference he told reporters that "I can handle myself". Indeed so, Pearson.

BEST ACCUSATION: **EMMANUEL ADEBAYOR**

Speaking to a UK radio station, the malfunctioning Spurs striker said: "How can I talk to a mother. who together with my sisters, has been plotting juju against me." Is Harry Kane a manifestation of this witchcraft?

EXCUSE OF THE YEAR: STEWART DEVINE

It was the biggest match in Bo'ness Utd's season - a Scottish Cup clash with Arbroath. Imagine fans' delight then when they received this message about its star player: "Bo'ness are without Stewart Devine, who misses the tie because he is on holiday."

BEST CROWD-SURFING

PETER CROUCH

Peter Crouch went to a Kasabian gig and crowd-surfed after Stoke beat Arsenal. With his long limbs and appalling denim, it was the essence of 2006 distilled into a single moment.



NICE GUY PRIZE: MESUT ÖZIL

The Arsenal midfielder solidified himself as an absolute ace after paying for 23 Brazilian kids to have surgery following the German World Cup win. Necessary surgery, by the way. He didn't just pay to have wings put on them for his own twisted entertainment.

SERVICES TO HEALTH SCARES: DELE ADEBOLA

A brief crack of light in the dark midst of the horrible Fbola crisis: The former Birmingham striker whose surname makes it really sound like he has Ebola, was forced to deny that he had Ebola. Next season: Tranmere Rovers midfielder Max Power will be forced to admit that sometimes he travels at about half-speed.

MONEY SHOT OF THE YEAR: **A PIGEON**

A moderately talented but slightly lazy winger who loves a dive, Ashley Young's never been the league's most popular player. As a result, fans were overjoyed when an overhead bird landed a good old chunk of mess right in his perennially open gob. It's not all glory at Manchester United, is it, Ash?



TIM SHERWOOD

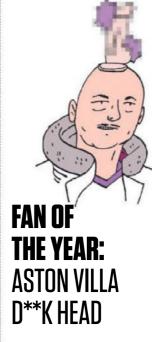
THE HERO THE PREMIER LEAGUE NEEDS

BY JOEL GOLBY

It needed something special to perk up a season where Chelsea's imperial death march towards the title seemed inevitable from September, so praise the gods for Tim Sherwood - the human gilet, the bewildered taxi driver who somehow ended up on BBC News, the athletic David Brent. Following Paul Lambert's reign of monotonous terror, Villa needed a kick up the backside to avoid relegation, which is, annoyingly, exactly what Sherwood gave them. Because that's the fear, isn't it? What if, beneath the salutes and the grizzled alky-murderer-dad-cleanedup-by-the-police-to-make-a plea-forhis-missing-cousin exterior, what if Tim Sherwood is actually a good manager? None of this continental

and telling Charles N'Zogbia to "cheer up, f**ker" is all management really is? Because, while not revolutionary, Villa did turn things around. How did Sherwood manage that? Because he's an uncle at a BBQ who insists on splooshing lighter fluid on the charcoal; he's a Fairprice shift manager who won't give you the day off for a funeral because "rules is rules. I'm afraid": he's someone's friend who's tagged along with you all on a stag do and keeps saying, "This is great fun, lads, do you always do stuff like this?" and keeps having the bouncers over to talk to him about his conduct towards the barmaid. Sherwood is an enigma wrapped in an idiot wrapped in a bodywarmer,





After years of dour football, late in an FA Cup quarter-final against its city rivals where they're likely to go through, it's logical that some Villa fans would want to get on the pitch. What's less logical is that you'd do so with a dildo on your head.

DENIAL OF THE YEAR:CRISTIANO RONALDO

What's the best thing Cristiano Ronaldo has done this season? No, it's not winning the Ballon d'Or. It's being forced to make a public statement diffusing the rumour that he privately refers to Lionel Messi as "The motherf***r". "I have ensured my lawyer takes action to sue those responsible," he said. Still, he definitely does, doesn't he?'

PAPER-BASED PITCH INVASION OF THE YEAR

England's been boring under Roy Hodgson. Remember Euro '96? France '98, when it really thought it could do it? Remember Sven Goran Eriksson's philandering and Fabio Capello's mania? Now, the most interesting thing that can happen at an England match is someone pulls off a one-in-a-billion paper-lane shot and clonks Peru's Hansell Riojas in the face.



"THE STATE OF HIM" 2015:

PHIL JONES

You know that dude from school who got really into Rihanna and Ed Hardy early doors and has never really recovered? That's Man U's Phil Jonest. Don't believe us? Look at his Instagram. The man is a car crash of ill-fitting denim, diamanté and Grey Goose.

LOWEST MOMENT:ADEL TAARABT

The run-phobic Moroccan midfielder responded to Harry Redknapp's jibes about his weight by appearing in *The Daily Mirror*, grinning, with his shirt pulled up, displaying his stomach. True, it showed that he wasn't that overweight, but he looked like a proud five-year-old going pee-pee without any help for the first time.



HOW TO GET RESPECT

LIKE LOUIS VAN GAAL



The Manchester United manager is a terrifying man – one who commands respect whether he deserves it or not. We asked behaviourologist and body language expert Mark Bowden to tell us how he does it...

Louis Van Gaal has two very separate personas of behaviour. He fluctuates between cold and hard, and then warm and cuddly. This sets up an unpredictability that is unnerving and therefore potentially powerful for him.

If you are a player that has taken his help and performed well, he shows you the ecstatic, high-five gesture and gives you a big warm, cuddly man-hug. You can see how much this delights the players, especially as moments before he was instructing them with an aggressive head-down demeanor, walking into their personal space, causing them to back up and be intimidated.

The aggression and then, moments later, love, is highly effective in manipulating players looking to gain his respect.

If you are a reporter that does not side with his self-assumed brilliance, he shows you a steely glare and uses cold tones to demonstrate his anger and contempt. In many of his pictures and videos, he shows the forehead down, targeted stare and tight upper lip associated with anger.

It might be fair to classify his personality as narcissistic demonstrated by the way he treats anyone not respecting his acts or advice. His bully-like non-verbal behaviour, which can turn on a dime into physical outburst when he's shown to be right, means that you could describe his personality as unstable.

This is not a behaviour that earns respect but rather manipulates or demands it. As a result, LVG's is not a management style that would be recommended to anyone who is not already in a position of high power. It's all about how he's holding onto his power rather than earning it.

SERVICES TO SMOKING:

WOJCIECH SZCZĘSNY AND JACK WILSHERE

Was it really any surprise two of Arsenal's leading lights were busted for (repeatedly) puffing tabs this season? Look at them. It's a wonder Wilshere doesn't substitute his mid-match Lucozade bursts for a short handful of chips.



SERVICES TO MEDIOCRITY: MICHAEL OWEN

The news that the football pundit has only ever watched eight films was unsurprising. Owen forever resembles a man who's entered a room but forgot why he walked in.



BEST HAIRCUT: DENNIS WISE

Not content with the legacy of being football's angriest man during the '90s, Wise appeared on TV sporting the worst barnet of all time. Part choir boy, part mini-Führer, the end result was a kind of malformed [comedian] Kenneth Williams.

TIM WIESE

"Remember when that German goalkeeper got involved in pro wrestling because he was quite clearly having a breakdown?" We'll laugh in the not-too-distant future. For the time-being, however, everybody seems really supportive of Tim Wiese's foray into the world of oily, stripped-to-the-waist fake-combat. Leave him to it, lads. He'd absolutely batter you.



SMARMIEST CLUB AWARD: BAYERN MUNICH

It has won the Bundesliga, the Champions League, and essentially the World Cup, and now German giant Bayern Munich has paid off the debt on the Allianz Arena 16 years early, essentially making it that smug mate of yours who bought a house before the recession and now is 60 per cent done on his mortgage.

AWARD FOR SERVICES TO WORDPLAY: VINCENT KOMPANY

The Manchester City captain set up two bars in Brussels and Antwerp called "In Good Kompany". It's unknown whether all beers are served with an enormous head in honour of the founder.

BIGGEST BABY: YAYA TOURE

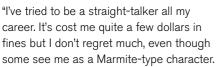
Yaya Toure had clearly never endured a birthday at work when he cited Manchester City forgetting to congratulate him for turning 31 as a reason for wanting to leave the club over the summer. A video was promptly produced showing the entire squad singing Happy Birthday to the midfield colossus as he was presented with a massive cake.



AWARD FOR MANAGER WHO SAYS IT HOW IT IS:

NEIL WARNOCK

AS TOLD TO JULIAN BENNETTS



"Managers are gagged too much. You don't see them as they really are. I remember when we used to be able to say things in public. I got fined \$19,000 last November for comments I made about referee Craig Pawson after my Crystal Palace side lost to Chelsea. I was told I insinuated bias from the referee. What a load of hogwash! I read comments from other managers every week that are worse than what I said and they aren't charged.

"Brian Clough was my hero growing up but I don't think he'd be able to cope with management now because the money involved in the Premier League is just unbelievable.

"They said there would never be a \$2m player before Clough bought Trevor Francis.



Well, soon we're going to have a \$200m player. The money involved means players have changed, so managers have changed, too. Managers simply can't rule and get the respect using the same methods we used to.

"You used to throw a few tea cups or fine a player, but that's unheard of now. A fine just doesn't do any damage anymore as players earn so much money.

"Ten years ago, managers had all the power. Five years ago it was even. Now players hold all the aces. Soon there won't be managers in the traditional sense, just first-team coaches.

"Clubs have changed so much. Sir Alex Ferguson, Harry Redknapp, myself — when we have a job, we want to run the whole club. Now chairmen want to be hands-on.

"To sum up my managerial style, I'd say I get the respect of players. If you're honest with them, that's all you can do."

BEST BEARD: ROY KEANE



BIGGEST MIDDLE FINGER TO RACISM: DANI ALVES

Bad year for racism in football but the Barça right-back takes the gong for best "eff you" to bigotry by peeling and eating a banana thrown at him by Villarreal supporters. How stupid are these racists? Bananas are really good fuel for athletes! You're only making him stronger, you morons!

SADDEST MONTH IN THE MIDLANDS: NOVEMBER

High on the list of "Most Aston Villa Things to Ever Happen to Aston Villa" is November's news that the club had to cancel its goal-of-themonth competition because it didn't score any. **FHM**

BEST SUPLEX: SHABIR KHAN

With Tim Weise making the bewildering leap to WWE, might we suggest Worcester City's Shabir Khan has a go at Mixed Martial Arts?

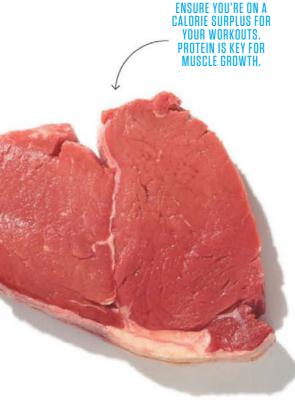
Because, during a game against Stockport County, the Pakistan international reacted to a bad tackle from Charlie Russell by hugging him around the waist and German-suplexing the bejesus out of him. Your move, Lee Cattermole.

DRAMATIC IRONY OF THE YEAR

Physios are there to protect our millionaire, ball-kicking heroes. So when one of them gets hurt, it's like seeing the wires holding up Peter Pan. England physio Gary Lewin, created one of these moments during the World Cup — he dislocated his left ankle and fractured his leg in three places!

DIG OF THE YEAR:EDURNE GARCIA

"Manchester is uglier than the back of a fridge," sounds a little bit like something from a particularly lazy Morrissey pre-chorus. It's not though. It's what Manchester United shot-stopper David de Gea's girlfriend said about the lovely city of Cottonopolis.



01

NO PAIN, NO GAIN

"I made huge gains on my biceps with massive overloads. That means really pushing yourself and your muscles until absolute failure. There was a point where I just had to stop training my arms because they were getting way too out of proportion with the rest of my body. It's a sure-fire way to gain half an inch on your biceps within a month. You're shocking your muscles into action."

BUILD YOUR GUNS

Turn your puny rods into sick swans by overloading, getting pumped and eating steak. Just don't skip leg day.





SLOW AND STEADY WINS THE RACE

"Bicep curls are ripe for bad form. A lot of people swing the weights and work too quickly. I tell people to slow it down because then there's no way to cheat yourself. I also tell people to keep their elbows as close to their ribs as possible when they lift as if they've covered their sides in superglue. You can't give yourself an inch if you want to really isolate your muscles."



DON'T SKIP LEG DAY

"It sounds stupid, but working on your legs can help your arms increase in size, too. If you're doing squats and other leg exercises, your body is way more prepared to build muscle as a whole. Leg workouts are also great for releasing testosterone, which is the body's natural muscle builder. And beyond all that, who wants a bulky upper-body and skinny legs?"

EAT LIKE A HAPPY HORSE

"You should ignore those bodybuilders who upload bland snaps of chicken and broccoli to Instagram - a good diet needn't be boring or plain. Stack up on steak, and enjoy your Sunday roasts, as long as you chuck some sweet potatoes and veg in there, you're cool to add sauces and all of that stuff. The aim is to make sure that you're chomping down as much protein in your meals as possible."

GET DUMB

"When it comes to building biceps at home, dumbbells are your most important pieces of equipment. They're perfect for isolating the muscle and perfectly affordable. Heavy resistance bands and powergrips are also good, and power balls are great for getting extra training in at work. It's also important to do wrist-strengthening exercises too or you'll suffer when you move on to heavier weights."



GET YOUR NOSE In a notepad

"I can't stress the importance of tracking your workouts enough. I do it the old-school way, with a pen and pad, but most people use their iPhones. Every workout needs to have an element of progress, and there's nothing worse than going to the gym and having no idea what you were lifting last week. You'll never progress that way you need to be competing against yourself, and always moving forward."

GET DISCIPLINED

"If you're training extremely hard, but not getting proper rest or the right food in your body, then you're doomed to failure. You can actually end up using your own muscle as fuel and after months of training, you'll end up skinnier than when you began. Once you start sorting out any obstacles that might get in the way of your workout, then you'll find that your whole life will improve too. The people making the most gains are also the people who have their s**t in order."

08

LISTEN TO THE TERMINATOR

"You can find motivation from anywhere - most people find that competing against a mate works wonders. I actually pump myself up by listening to inspirational speeches; my favourite is Arnold Schwarzenegger's commencement speech at the University of Southern California, 'The Six Rules of Success'. It really gets the adrenaline going, and inspires me to be the best."

GET BULGING BICEPS WITH A DUMBBELL WORKOUT

ROLLING DUMBBELL SKULL CRUSHER

Lie back on a bench with a dumbbell in each hand straight above your chest in a hammer position. Slowly bend your elbows and allow your upper arms to rest on either side of your head. Reverse the motion to return the dumbbell to its original position.

PUSH-UP-POSITION HAMMER CURL

Grasp a pair of dumbbells in each hand and assume a push-up position with your palms facing inwards. Alternate curling the weights upwards towards your shoulder with each arm.

INCLINE DUMBBELL CURL

Sitting back on an incline bench, hold dumbbells with your arms by your sides and palms facing inwards. Curl your arms upwards while twisting your palms away from your body. Reset and repeat.

FLOOR PRESS

Lie on your back. Allow your triceps to rest on the floor with your elbows close to your sides and wrists facing each other. Press the weights straight up.

ONE-ARM-BENT-OVER ROW

Hold a dumbbell in one hand and step forward with the opposite leg. Bend at the hips until your torso is approximately 45 degrees to the floor. Row the weight to your side.

STRETCH YOUR PECS WITH
A RESISTANCE BAND.





Scott Laidler is one of the world's leading personal trainers and nutritional experts. Throughout his career, he has been the go-to fitness guru for TV personalities and Hollywood actors. Here's Laidler's guide to going from scrawny to brawny...



Before Spartan Race comes to Singapore, FHM talks to Mike Goodwin, managing director for Asia Pacific, Spartan Race, Inc, about the upcoming Malaysia Sprint and the future of the sport in Asia





One of the biggest comments we receive from

newbies is that they get intimidated and immediately say they can't do something like this. The honest truth is Spartan Race is not just for ultra-fit athletes; it's for everyone. Through the years that Spartan Race has evolved, so many stories of people from all walks of life have surfaced. There are mums who train for the race to lose baby weight and end up changing their lives for the better by living healthier and fitter. There are cancer survivors and people missing limbs who come out in full force, climbing ropes like the best of them. I was at a race in Australia recently where I saw a wheelchair-bound man participating in the Spartan Race Sprint across hills, stream and mud - tethered to one friend in the front and another friend pushing his wheelchair from the rear. The obstacle race is a chance for newbies to realise that the challenge is in the mind, and that they are not the only newbies to try it. They will find

is overwhelming. How should someone prepare for a Spartan Race?

exhilarating feeling. The sense of community

that during the race, fellow Spartans are

more than willing to lend a hand. It's an

There are three components to this: How do I train? What do I wear? And what do I eat? We

provide support for all of these through extensive information and guides available on our official website www.spartanrace.my and via our Facebook page.

Where do you see Spartan Race in this part of the world in five years time?

We hope to run Spartan Race Sprints, Supers and Beasts in every country in Asia, and for there to be a massive Asian community of obstacle course racers. Spartan Race currently hosts the annual Spartan Race World Championships, where top international Spartan Race winners compete. We'd love to see a big Asian representation in the Championships. Additionally, with Malaysia hosting the next Sea Games, there's an opportunity for OCR in Asia to evolve to a level at which it can be considered a competitive sport for Sea Games. This is in line with the aspirations of Spartan Race founder and CEO, Joe De Sena, who is keen to make OCR an Olympic sport. But all in all, it's about bringing like-minded, passionate people together, ripping them off the couch and having a blast supporting each other as we "Spartan Up". FHM

Familiarise yourself with OCR and get a leg up on the competition by joining Spartan Race Malaysia, happening 10 Oct. For more details, visit www.spartanrace.my. Spartan Race Singapore takes place 15 Nov. Registration is now open at www.spartanrace.sg.

Why did Spartan Race pick Malaysia to kick off its race in Southeast Asia?

Through research, we found out that Malaysians have absolutely embraced obstacle course racing (OCR). Hats off to our friends at Viper Challenge for getting it all started... When word got around that Spartan Race was coming to the region, we received a huge response from the Malaysian OCR community requesting us to go over there as soon as possible.

Are the obstacles the same for each race?

The Spartan Race is about overcoming challenges; being prepared for anything. While there are signature obstacles that appear at all races, there are also some surprises. Plus, a good race director can design a completely different course with the same obstacles. There are three Spartan Races with varying degrees of difficulty and length: Sprint (6km, 15-plus obstacles); Super (13km, 20-plus obstacles, often hosted on a tougher terrain) and the hardest, Beast (20km, 25-plus obstacles).

One of the most enjoyable things about Spartan Race is that it's run over a variety of terrains, from jungle to mud to mountains and even stadiums. Each venue allows for different setups and that's what keeps people coming back again and again. It's a unique experience every single time.



FIT ESSENTIALS

Five things to springboard your fitness regime.



Health supplements
Add whey protein,
glucosamine, fish oil pills,
multi-vitamins and aminos to your
daily diet. These will help you in
recovery, as well as retain your
muscle mass while accelerating
fat loss. Elite Pro Nutrition
exclusively carries Betancourt
Nutrition and NutriForce from
America, both of which carry a
large range of products to
specifically cater to highperformance training.

D2 Weights

If you aren't already implementing weights into your fitness regime, you should.

Strength is a must. For your girlfriend, assure her she'll not get big and bulky because she'll not. Unless she's lifting very heavy weights, she'll only get toned and not muscular. Start by lifting weights — be it dumbbells, kettlebells or doing squats with the barbell.

The idea of sitting in an ice bath is not the friendliest, but now there is a quicker, less painful and more effective solution — whole-body cryotherapy at Absolute Zero, the only place in Asia to house this chamber. Just three minutes inside the whole-body cryotherapy chamber is all you need, instead of an hour in the ice bath. Body temperatures will be brought down to as low as

-195 degrees Celsius with vaporised nitrogen in the chamber.

As the body is tricked into thinking it is freezing, maximum efficiency of bodily functions is stimulated. World-class athletes around the world, including Cristiano Ronaldo, Usain Bolt and Manny Pacquiao, use whole-body cryotherapy for recovery.

Coconut water
The benefits of coconut
water are far reaching. The best
is to drink from the coconut
straight, so you reap its maximum
benefit. Alternatively, drink freshly
bottled ones. Cocoloco offers
both fresh coconuts and freshly
cracked bottled coconut water.
Pure, refreshing, naturally sweet
and containing no preservatives,
Cocoloco is what you'll crave at
the end of a hard gym session.

The ideal pH for humans is slightly alkaline, and having too much acidity in the body is bad because your body then has to try and neutralise the excess acidity by taking minerals from your bones, teeth and organs. An easy way to maintain the alkalinity is to, of course, drink alkaline water. A convenient method is to get an ioniser like the Starwater machine, which is hooked to your tap so you get different levels of alkaline water for different purposes. FHM

SUPERCHARGE YOUR PACKED LUNCH

Life's too short for sweaty sandwiches: Here's how to make your lunch the main highlight of your day.



Ben Tish is chef director for the Salt Yard group, a collection of four London restaurants that specialise in Spanish food. An expert in cooked

meats — he gets extremely worked up about ham — here he shows you how to make your packed lunch the envy of the office.



"Don't wrap your sandwich in cling film, it will make it sweaty. Instead, wrap it in parchment paper, which will give it a deli feel and let the air circulate. You can bring your sarnie to work in a Tupperware box, but I prefer a sturdy paper bag — again, it lets the sandwich breathe."

FEELING SAUCY?

"I know it's obvious, but I love mayonnaise, especially alioli, which is the really garlicky variety. You should always use butter on your sandwiches as it not only adds flavour and texture, but stops it going soggy. Another great addition is onions in balsamic vinegar - just chop them up and they'll add a sturdy base to your sandwich. Finally, mustard: You can't go wrong with the wholegrain variety by Pommery."







FLYBOYZ BEACH BAR

Everything tastes better with sand between your toes, sun in the sky and a beer in hand. It's this principle that inspired celeb voice Mark Van Cuylenberg (The Flying Dutchman) and partner Chris Henson to open the three-storey family restaurant/bar/sky lounge in Bintan. Just 50 minutes away by ferry, the beachfront is located at the new Lagoi Bay area. A must-try is its rendang pizza, a delicate combo of mildly spiced Indonesian rendang topped with fresh sweet pineapples and cheese.

Opens daily, 11am to late. Lagoi Bay, Bintan Utara, Tel: +62 812-7523-4688, www.flyboyzbeachbar.com.





FROTH

While numerous cafes rank high on décor and ambience, the food is often mediocre. Froth, however, makes an impression in all three areas – maybe because head chef Derrick Ong spent over a decade honing his culinary skills at the Tippling Club and Swissotel Equinox; or maybe it's the expert way they infuse local flavours into classic dishes, such as the *siobak* aglio olio (pasta topped with homemade *ba kwa* and thick cuts of crunchy roasted pork belly). Try also its taro waffle with earl grey ice cream if you're into sweetness.

Opens Mon to Sun, 11.30am to 10pm; closed first Mon of the month. #B1-02 Big Hotel, 200 Middle Road, Tel: 6336-1228, www.froth.sq.



ARE YOU THIRSTY YET?

Here's where to go when you need a fix.



THE POWDER ROOM

Experience the roaring 1920s glamour in this plush speakeasy located in the heart of our financial district. High points include "live" jazz acts and playful cocktails such as the B.B. King (banana-infused whisky concoction by bar maestro Julian Serna). The bar bites are addictive, too, and we're only saying it because we couldn't stop popping the smoked-bacon popcorn into our mouth. Just don't forget to dust off the excess and turn up for work the next day.

Opens Mon and Tue, 11.30am to 10.30pm; Wed and Thu, 11.30am to 1am; Fri, 11.30am to 2am; Sat, 5pm to 2am. 19 Cecil Street, Tel: 8181-3305, www.facebook.com/thepowderroomsg.





WANDERWINE.COM

First off, we confess we're not wine connoisseurs here at *FHM*. But we are starting to appreciate the widely loved alcoholic beverage thanks to folks like online wine retailers, Wanderwine.com. Roping in three sommeliers to curate a rotating weekly line-up, you get to enjoy wines from across the world. We fell in love with the full-bodied 2012 Shiraz from Australian winery, Two Hands — especially when we found it to be the perfect foil to chilli crabs. And with a timely next day delivery service, we foresee more good stuff coming our way.

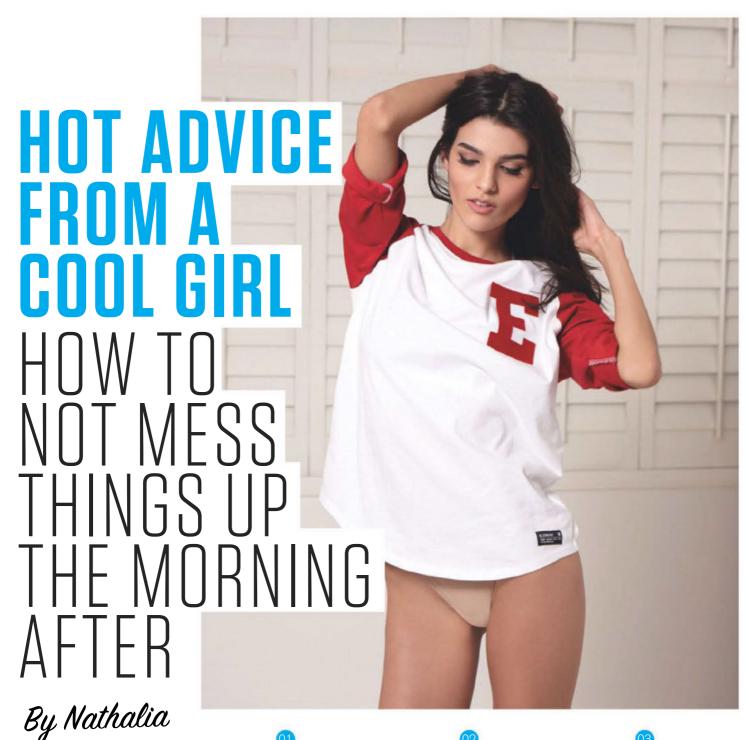
www.wanderwine.com.



AMBER NECTAR

Oktoberfest is still a few months away but your buddies and you don't want to be caught high and dry. Amber Nectar is here to save the day with the launch of its glass beer growlers. This means it's now possible for you to dabao its fresh German draft beers, from familiar favourites like Hofbräuhaus lager to more exotic offerings like the original Schlenkerla Smokebeer. What's more, Amber Nectar has tied up with other F&B establishments to make sure you're never too far away from a refill (more info on website).

Opens daily, 5pm to 1am. #01-01/10 Robertson Walk Courtyard, 11 Unity Street. Tel: 6221-9555, www.ambernectar.com.sg.



About our expert:

It's the morning after. You've woken up next to a beautiful woman. You wish every morning was like this and you Luckily, Nathalia is kindly on hand to offer you some very



You can't remember her name

"Nobody wants to hear that, but I guess it happens. Plus, if you were drunk enough to forget mine, there's a good chance I was drunk enough to forget yours. Cover yourself by saying something like, 'I was wondering what your name is again?' And then when I tell you just say, 'I meant your full name...' You can style it out and say you're going to add me on Facebook or something like that, which also solves my problem."



You have no idea what you should offer for breakfast

"If I didn't like you, I'd have left before breakfast. If I like you enough to stay, cook something for me and show you're creative - that's really sexy. It means a lot more than just taking me round the corner to a café. It doesn't have to be super fancy - smoked salmon and cream cheese bagels would definitely work."



She wakes up and realises your bedroom is an absolute bombsite

"Mess is fine but if it's dirty, that's different. I can look past a little bit of washing but if we're talking old takeaway boxes, that's pretty awkward. If you know that you're bringing someone back, you should at least tidy up. If it's more spur of the moment, then you need to stall them and at least shove everything under your bed."

